

YouGov / Sky / Times Survey Results

Sample size: 2271 adults in GB

Fieldwork: 25th - 26th 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
	2271	409	584	209	245	132	772	818	1097	1174	238	936	561	536	770	509	679
	2271	341	622	210	235	135	882	758	985	1286	189	876	635	571	947	494	513
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

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

	18 - 19 Oct	25 - 26 Oct																
Con	23	22	71	5	13	9	6	19	32	22	22	9	15	21	34	23	29	20
Lab	27	27	5	65	16	1	21	40	13	28	26	30	32	27	22	30	22	23
Lib Dem	11	11	4	7	57	1	4	17	5	9	12	16	9	13	10	14	13	6
SNP	2	2	0	1	0	0	0	4	1	3	2	3	2	2	3	3	3	1
Plaid Cymru	1	1	0	2	1	0	0	1	1	1	2	2	2	1	1	1	0	2
Reform UK	22	20	18	6	6	76	7	4	40	22	19	6	15	26	23	14	19	32
Green	10	10	0	11	4	1	62	12	2	9	11	33	17	4	4	10	7	10
Your Party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Restore Britain	3	4	1	2	2	12	0	2	5	5	3	0	5	4	3	3	4	5
Other	1	2	1	1	2	0	0	2	2	1	2	0	2	2	1	1	3	1

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	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
	2271	1964	109	198	538	372	275	779
	2271	1921	140	210	534	371	223	793
	%	%	%	%	%	%	%	%

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

	18 - 19 Oct	25 - 26 Oct							
Con	23	22	24	12	11	19	26	23	27
Lab	27	27	28	25	21	35	26	35	22
Lib Dem	11	11	11	7	10	9	6	6	17
SNP	2	2	0	0	28	0	0	0	0
Plaid Cymru	1	1	0	25	0	0	0	0	0
Reform UK	22	20	21	17	16	24	24	18	19
Green	10	10	10	6	11	10	10	14	9
Your Party	0	0	0	0	0	0	0	0	0
Restore Britain	3	4	3	7	4	3	5	1	4
Other	1	2	2	0	0	1	2	2	2

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

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

Conservative	16	16	60	4	13	10	5	15	24	16	16	6	10	17	30	19	22	12
Labour	22	23	6	57	16	1	19	35	12	25	20	24	25	22	19	28	19	18
Liberal Democrat	6	6	1	4	41	1	3	10	3	6	7	11	5	7	6	8	10	3
Scottish National Party (SNP)	2	2	0	1	0	0	0	4	0	2	2	4	1	2	2	2	3	1
Plaid Cymru	1	1	0	1	1	0	0	1	0	0	1	1	1	0	0	0	0	1
Reform UK	14	15	16	5	4	65	4	3	32	18	13	5	12	21	19	12	15	22
Green	9	8	0	9	4	1	50	10	2	8	9	22	12	3	2	7	6	8
Some other party	3	3	1	1	2	10	1	2	4	4	3	1	4	4	3	3	4	4
Would not vote	11	9	2	3	1	3	2	3	7	8	10	10	13	8	5	6	9	12
Don't know	13	13	12	13	17	8	14	14	14	9	17	10	15	14	12	13	11	15
Refused	3	3	2	3	1	2	2	3	1	3	3	5	5	2	0	2	1	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	17	16	61	5	10	10	5	15	26	17	16	7	10	19	30	19	22	14
Labour	21	21	6	54	14	1	16	33	11	23	19	22	22	20	19	25	19	16
Liberal Democrat	8	8	3	6	49	1	4	13	4	8	9	13	6	10	8	11	11	4
Scottish National Party (SNP)	2	2	0	1	0	0	0	3	1	2	2	3	2	2	2	2	2	1
Plaid Cymru	1	1	0	1	1	0	0	1	0	1	1	1	1	0	1	1	0	1
Reform UK	15	15	13	5	4	64	5	3	31	17	12	5	12	20	19	11	14	21
Green	8	9	0	10	4	1	57	10	2	8	9	22	12	3	3	8	7	9
Some other party	3	3	2	1	2	10	0	3	4	4	3	1	4	4	3	3	4	4
Would not vote	10	9	3	3	1	3	2	3	7	8	10	8	13	7	5	5	9	12
Don't know	11	12	10	12	13	8	11	13	12	9	14	8	14	12	9	11	10	14
Refused	4	4	2	3	3	2	1	3	2	4	4	10	5	3	1	3	3	4

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Unweighted Sample

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2271	1921	140	210	534	371	223	793
%	%	%	%	%	%	%	%

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

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

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

And which of these parties would you vote for?

[Asked only to those who said 'Some other party'; N=82]

Workers Party GB	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Social Democratic Party	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Trade Unionist and Socialist Coalition	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
UK Independence Party (UKIP)	0	1	14	0	0	0	0	3	0	2	0	0	6	4	0	0
Your Party	3	4	0	10	0	3	0	8	4	2	5	0	5	4	0	0
Restore Britain	66	69	27	68	40	97	0	60	70	74	64	0	74	63	75	81
Some other party	24	24	59	22	60	0	0	29	24	21	27	100	19	33	14	16
Don't know	1	1	0	0	0	0	0	3	0	0	2	0	0	0	5	0
Refused	3	1	0	0	0	0	0	0	0	2	0	0	2	0	0	3

*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=82]

Workers Party GB	0	0	0	0	0	0	0	0
Social Democratic Party	2	0	0	0	0	0	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)	0	1	1	0	0	0	0	3
Your Party	3	4	4	0	5	6	17	1
Restore Britain	66	69	66	100	76	59	25	71
Some other party	24	24	26	0	19	32	58	23
Don't know	1	1	1	0	0	4	0	0
Refused	3	1	1	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+	253	245	10.8%
Men 50-64 high education	92	91	4%
Men 50-64 med education	106	98	4.3%
Men 50-64 low education	93	86	3.8%
Men 40-49 high education	84	73	3.2%
Men 40-49 med education	50	59	2.6%
Men 40-49 low education	28	45	2%
Men 25-39 high education	110	123	5.4%
Men 25-39 med & low education	97	157	6.9%
Men 18-24 high education	27	27	1.2%
Men 18-24 med & low education	45	93	4.1%
Women 65+	318	291	12.8%
Women 50-64 high education	127	95	4.2%
Women 50-64 med education	106	93	4.1%
Women 50-64 low education	111	98	4.3%
Women 40-49 high education	129	86	3.8%
Women 40-49 med education	54	57	2.5%
Women 40-49 low education	36	41	1.8%
Women 25-39 high education	177	154	6.8%
Women 25-39 med & low education	111	141	6.2%
Women 18-24 high education	36	34	1.5%
Women 18-24 med & low education	81	84	3.7%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	282	431	19.0%
Medium (3-7)	1391	1363	60.0%
High (8,9,10)	598	477	21.0%
Region by 2024 Vote (Election Result and ONS Population estimates)			
North Con	68	79	3.5%
North Lab	179	166	7.3%
North LD	31	27	1.2%
North Reform	62	66	2.9%
North Oth	47	45	2.0%
North DNV	147	154	6.8%
Midlands Con	66	77	3.4%
Midlands Lab	103	95	4.2%

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Midlands LD	21	20	0.9%
Midlands Reform	44	50	2.2%
Midlands Oth	25	30	1.3%
Midlands DNV	112	100	4.4%
London Con	31	41	1.8%
London Lab	77	86	3.8%
London LD	19	23	1.0%
London Reform	16	18	0.8%
London Oth	25	34	1.5%
London DNV	55	73	3.2%
South Con	143	179	7.9%
South Lab	179	154	6.8%
South LD	117	120	5.3%
South Reform	87	89	3.9%
South Oth	70	55	2.4%
South DNV	197	182	8.0%
Wales Con	17	14	0.6%
Wales Lab	31	30	1.3%
Wales LD	9	5	0.2%
Wales PC	17	11	0.5%
Wales Reform	17	14	0.6%
Wales Oth DNV	49	36	1.6%
Scotland Con	16	18	0.8%
Scotland Lab	53	52	2.3%
Scotland LD	13	14	0.6%
Scotland SNP	51	43	1.9%
Scotland Reform	9	9	0.4%
Scotland Oth	7	7	0.3%
Scotland DNV	61	55	2.4%
EU Referendum Vote (Election Result)			
Remain	882	772	35.1%
Leave	758	818	35.7%
Don't Know / Did Not Vote	631	681	29.2%

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Ethnicity (2021/22 Census)

White	1845	1867	82.2%
Asian	166	179	7.9%
Black	70	75	3.3%
Mixed	68	39	1.7%
Refused/Rather not say	96	68	3%
Other	26	43	1.9%

Socio-economic classsification (NsSec)

L1, L2 and L3 Higher managerial, administrative and professional occupations	381	302	13.3%
L4, L5 and L6 Lower managerial, administrative and professional occupations	566	468	20.6%
L7 Intermediate occupations	313	268	11.8%
L8 and L9 Small employers and own account workers	181	241	10.6%
L10 and L11 Lower supervisory and technical occupations	129	129	5.7%
L12 Semi-routine occupations	235	266	11.7%
L13 Routine occupations	149	284	12.5%
L14.1 and L14.2 Never worked and long-term unemployed	216	193	8.5%
L15 Full-time students	101	120	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