

YouGov Survey Results

Sample Size: 2179 GB Adults
Fieldwork: 9th - 10th September 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	2179	392	560	200	235	133	765	778	1055	1124	229	900	538	512	1242	937	1885	105	190	516	357	264	747
Unweighted Sample	2179	358	616	206	250	144	887	775	987	1192	136	863	581	599	1305	874	1881	111	187	534	358	212	777
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which political party would you most associate with the following...?

Best offers radical change

Conservatives	2	6	0	1	1	0	1	2	2	2	2	1	1	4	1	2	2	0	1	2	3	2	1
Labour	3	0	7	1	0	0	4	1	4	2	6	3	2	2	4	2	3	3	5	3	3	6	1
Liberal Democrats	2	1	3	7	1	2	4	1	3	1	3	2	2	2	3	2	2	0	2	3	2	2	2
Scottish National Party (SNP)	1	0	1	0	0	0	1	0	1	0	2	0	1	1	1	1	0	0	9	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0
Reform UK	37	55	23	25	84	15	22	60	42	31	16	31	44	49	34	40	37	32	33	37	40	29	39
Greens	11	3	21	17	0	36	19	3	12	10	18	15	9	4	15	7	12	9	9	12	8	16	11
Some other party	3	0	4	6	1	9	4	1	4	3	10	3	2	2	3	3	3	2	3	3	3	3	4
None	21	18	25	24	7	15	27	17	20	23	13	24	23	18	21	21	21	25	22	22	21	21	20
Don't know	20	16	16	18	7	23	18	15	12	28	31	21	16	18	18	23	20	27	17	18	20	21	21

Best understands the problems facing the country

Conservatives	6	22	1	3	1	0	5	7	6	5	3	5	5	8	6	5	6	1	3	5	7	7	6
Labour	10	2	25	8	0	6	17	2	12	8	15	10	11	6	12	7	10	8	12	11	7	19	8
Liberal Democrats	4	1	7	18	0	3	8	1	5	3	5	5	3	4	6	2	4	3	2	3	3	6	6
Scottish National Party (SNP)	1	0	1	0	0	1	2	0	1	1	2	1	1	1	1	1	0	0	14	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0
Reform UK	25	39	9	7	80	5	9	50	30	21	9	18	33	38	22	30	26	21	21	27	29	19	27
Greens	7	1	9	7	0	36	9	1	7	6	16	9	2	2	9	4	7	2	5	9	4	7	7
Some other party	3	0	5	4	1	10	3	1	3	2	9	4	1	1	3	3	3	1	2	2	4	5	3
None	26	21	26	34	10	22	29	21	23	29	20	28	28	23	25	28	26	32	24	28	28	25	24
Don't know	18	15	17	18	7	17	17	15	11	24	21	20	15	17	16	20	17	27	18	16	18	13	20

Has extreme views

Conservatives	2	1	2	1	0	1	1	2	2	2	2	3	1	1	2	1	2	0	3	2	2	4	1
Labour	8	12	3	4	29	0	3	17	10	6	2	6	10	14	8	9	8	7	9	7	9	12	8
Liberal Democrats	0	1	0	1	1	2	0	1	0	0	1	0	1	0	0	1	1	0	0	1	1	1	0
Scottish National Party (SNP)	0	1	0	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0	4	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Reform UK	58	49	82	80	15	81	78	37	57	58	71	65	48	49	64	49	57	63	58	55	57	62	57
Greens	8	14	2	3	24	2	3	15	11	5	5	5	10	12	8	8	8	7	7	8	7	4	10
Some other party	2	4	2	2	3	0	1	3	2	1	0	1	2	3	1	3	2	4	2	2	3	1	2
None	8	6	3	4	13	5	5	10	7	8	2	7	12	7	6	10	8	3	6	10	8	9	6
Don't know	14	12	5	5	14	10	8	14	8	19	17	13	14	13	10	19	14	16	11	14	14	8	16

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		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		2179	392	560	200	235	133	765	778	1055	1124	229	900	538	512	1242	937	1885	105	190	516	357	264	747
Unweighted Sample		2179	358	616	206	250	144	887	775	987	1192	136	863	581	599	1305	874	1881	111	187	534	358	212	777
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Is patriotic																								
	Conservatives	8	25	6	8	1	5	8	11	7	9	6	5	9	15	9	8	9	4	6	7	9	12	9
	Labour	5	0	13	3	0	1	8	2	7	4	7	6	4	5	6	4	5	4	5	6	6	10	3
	Liberal Democrats	2	1	2	8	0	4	3	1	2	2	3	2	2	2	2	2	2	0	0	1	2	2	3
	Scottish National Party (SNP)	2	0	1	1	1	1	3	1	2	2	2	2	3	2	2	2	0	0	24	0	0	0	0
	Plaid Cymru	1	0	1	1	0	1	1	0	0	1	0	1	1	0	1	0	0	11	0	0	0	0	0
	Reform UK	35	46	25	22	81	19	22	53	42	28	29	32	39	39	34	36	37	24	26	40	35	34	37
	Greens	2	0	3	3	0	7	2	1	2	1	4	2	0	1	2	1	2	0	1	2	0	2	2
	Some other party	1	0	2	1	1	3	1	0	1	1	2	1	1	1	1	1	1	0	2	1	1	2	1
	None	24	14	27	32	7	38	30	16	23	24	20	27	23	19	23	25	24	30	18	23	27	25	22
	Don't know	21	13	21	21	8	20	22	15	12	28	27	22	18	18	20	22	20	27	19	20	21	14	23
Is doing the most to set the political agenda																								
	Conservatives	4	11	3	3	2	1	3	4	4	4	2	5	2	6	5	4	5	0	2	5	4	6	4
	Labour	9	3	19	9	5	5	13	4	11	8	20	9	7	6	11	7	9	9	12	8	7	15	8
	Liberal Democrats	1	0	2	2	0	1	1	1	1	1	1	1	0	1	1	1	1	0	1	0	1	2	1
	Scottish National Party (SNP)	1	0	1	0	0	0	1	0	1	0	1	0	1	1	1	1	0	0	8	0	0	0	0
	Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Reform UK	36	45	31	35	72	27	30	50	45	27	25	31	40	44	36	36	37	36	29	37	37	32	38
	Greens	1	0	2	1	0	8	3	0	1	1	2	2	1	0	1	1	1	0	1	2	1	2	1
	Some other party	1	0	1	3	0	1	1	0	1	1	4	1	0	1	1	1	1	1	1	1	1	0	1
	None	21	19	19	23	10	16	21	19	18	23	12	21	23	21	19	23	20	26	23	23	19	18	19
	Don't know	26	22	25	23	11	41	27	20	18	35	35	29	24	21	26	27	27	28	23	25	30	25	27
Is weird																								
	Conservatives	2	0	3	1	1	3	2	1	3	1	4	2	2	1	2	2	2	2	2	3	2	3	2
	Labour	8	12	2	3	19	4	3	13	8	7	6	6	7	12	6	10	7	10	8	8	8	8	6
	Liberal Democrats	4	6	1	2	9	3	2	6	4	3	4	3	2	6	4	3	4	4	2	4	5	4	3
	Scottish National Party (SNP)	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0	1	0	0	4	0	0	0	0
	Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
	Reform UK	35	15	59	53	3	59	55	14	36	33	45	43	27	24	40	28	34	35	39	34	31	42	33
	Greens	20	33	11	15	43	3	12	32	26	13	12	16	26	23	19	21	20	13	19	19	19	15	24
	Some other party	5	8	6	4	6	3	3	7	4	5	3	4	5	8	4	5	5	5	2	6	5	3	5
	None	11	12	10	10	9	6	9	12	8	13	6	10	14	10	11	10	11	13	10	11	12	8	11
	Don't know	17	12	9	12	10	18	13	15	10	23	19	17	16	16	14	20	17	18	14	16	19	16	17

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

Is most likely to be the largest party after the next election

Conservatives	7	12	5	5	8	3	8	7	8	7	4	9	7	7	8	7	8	4	7	8	9	6	7
Labour	15	4	32	21	2	15	24	6	20	11	23	19	13	8	20	9	15	13	18	15	12	25	13
Liberal Democrats	1	0	2	4	0	4	2	1	2	1	2	2	1	1	1	1	1	0	1	1	1	3	2
Scottish National Party (SNP)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Reform UK	35	50	23	26	74	19	23	53	40	30	28	28	42	43	32	39	35	38	32	36	39	30	34
Greens	0	0	0	0	0	1	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	1	0
Some other party	1	0	2	2	0	3	2	1	1	1	2	1	1	1	1	1	1	3	2	1	1	1	1
None	6	5	5	7	2	7	8	5	6	7	1	8	7	6	6	8	6	10	5	7	8	6	6
Don't know	33	29	30	33	14	49	33	26	22	42	39	33	29	32	31	35	32	32	35	31	29	28	36

Represents middle class people

Conservatives	29	47	32	27	22	24	33	32	28	30	18	28	35	30	31	27	30	26	24	29	34	30	28
Labour	10	4	17	7	6	12	12	6	11	9	19	11	8	6	11	9	10	13	9	11	9	13	8
Liberal Democrats	12	7	17	27	10	17	17	8	15	10	14	13	11	12	15	9	12	9	14	11	8	15	14
Scottish National Party (SNP)	1	0	1	0	0	0	1	0	1	1	2	0	1	1	0	1	0	0	7	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Reform UK	11	13	4	5	41	5	5	21	14	8	5	9	13	17	10	13	11	13	9	11	11	10	12
Greens	2	0	3	3	1	8	4	1	3	2	2	3	1	1	3	2	2	2	2	3	2	2	2
Some other party	1	1	1	1	0	1	0	0	1	1	4	1	1	0	1	1	1	0	0	0	1	0	2
None	15	14	11	13	11	8	12	16	15	15	7	15	16	17	13	17	15	16	12	15	17	15	14
Don't know	19	14	15	17	9	25	15	16	13	25	29	19	17	16	17	22	18	21	22	19	18	15	19

Represents working class people

Conservatives	3	11	0	1	1	0	2	4	3	3	1	2	3	5	3	3	3	0	2	2	3	3	4
Labour	22	21	38	26	3	13	34	12	24	20	22	23	24	18	27	15	22	22	20	23	19	29	21
Liberal Democrats	4	2	5	11	0	4	6	2	3	4	5	5	1	4	4	4	4	3	6	2	2	4	5
Scottish National Party (SNP)	1	0	1	0	0	0	2	0	1	1	2	1	1	1	1	1	0	0	14	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Reform UK	19	27	8	7	66	4	8	37	23	16	7	16	24	26	17	22	20	21	12	21	21	16	20
Greens	4	1	6	4	0	26	6	1	5	4	10	6	1	1	5	3	4	1	5	5	3	6	4
Some other party	3	0	5	6	0	10	5	1	4	3	9	4	2	1	4	3	3	4	1	2	4	5	4
None	28	27	25	32	20	26	27	28	27	29	20	28	30	31	27	30	28	27	28	29	33	25	27
Don't know	15	12	11	13	9	17	12	14	10	20	24	16	13	13	13	18	15	23	12	15	17	12	16

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Represents older people																							
Conservatives	29	37	35	36	15	40	35	24	34	24	38	33	27	21	34	22	30	14	27	28	26	30	34
Labour	5	2	10	5	1	2	7	3	5	5	5	6	5	4	6	4	5	7	3	5	5	9	3
Liberal Democrats	4	2	6	9	2	1	4	4	4	4	2	4	4	4	4	4	3	2	7	3	4	4	3
Scottish National Party (SNP)	1	0	1	0	0	0	1	0	1	1	1	0	1	1	0	1	0	0	7	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Reform UK	15	14	10	11	48	9	10	23	20	11	15	14	17	16	14	18	16	18	14	18	16	13	15
Greens	1	0	0	2	1	7	2	1	1	1	1	1	1	1	1	1	1	0	0	1	1	2	1
Some other party	1	1	2	0	0	1	1	1	1	1	3	1	1	1	1	1	1	2	1	1	1	1	1
None	23	27	19	19	16	15	20	27	20	25	6	18	24	36	21	24	23	25	20	23	26	21	21
Don't know	22	16	18	17	17	24	19	18	14	29	29	22	21	17	19	25	21	32	20	21	21	20	22
Represents younger people																							
Conservatives	2	8	1	0	0	0	2	3	3	2	0	2	2	4	2	2	3	0	1	2	3	1	3
Labour	9	10	16	4	5	3	10	7	11	8	13	9	9	8	9	9	10	6	5	11	8	16	8
Liberal Democrats	6	7	8	15	3	5	8	6	7	5	5	7	6	5	6	6	6	7	4	4	8	8	6
Scottish National Party (SNP)	1	0	0	0	0	0	2	0	1	1	0	1	1	1	1	1	0	0	9	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Reform UK	12	13	5	4	46	1	5	22	15	10	7	10	16	15	11	14	12	13	12	14	15	8	11
Greens	20	13	29	26	6	55	28	10	21	19	33	23	16	12	25	13	20	16	21	19	14	25	22
Some other party	3	1	5	4	2	5	3	2	3	3	7	3	2	2	3	3	3	2	3	3	4	3	3
None	24	21	21	27	19	14	24	24	24	24	16	25	26	23	24	24	24	25	23	27	25	24	22
Don't know	23	27	15	19	20	17	19	26	15	30	18	20	23	30	19	27	22	31	22	21	24	16	25
Seem like normal people																							
Conservatives	5	20	0	1	1	0	3	7	5	4	3	4	5	8	5	5	5	1	1	4	5	5	6
Labour	10	2	26	6	0	4	16	4	11	9	15	12	9	6	12	7	10	13	12	9	9	21	6
Liberal Democrats	13	10	16	36	1	15	19	7	15	11	21	12	11	12	15	10	14	4	11	11	13	15	15
Scottish National Party (SNP)	1	0	1	0	0	0	3	0	2	1	1	1	1	2	1	2	0	0	16	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0
Reform UK	17	22	5	6	69	2	5	35	21	13	4	12	21	27	14	20	17	17	13	19	21	11	16
Greens	8	2	11	9	1	36	11	2	9	7	17	11	5	3	9	7	8	7	6	10	7	8	8
Some other party	2	0	3	2	1	3	2	1	2	2	3	2	1	1	2	2	2	2	1	1	2	1	2
None	30	33	28	26	18	29	30	32	26	34	13	32	35	29	29	31	30	35	28	32	30	28	29
Don't know	14	11	9	14	8	10	11	12	9	19	23	14	12	12	12	16	14	17	13	13	13	11	16

*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.