

YouGov Survey Results

Sample Size: 2396 Adults in GB
Fieldwork: 19th - 20th October 2025

Weighted Sample Unweighted Sample		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
	2396	298	324	236	453	246	431	616	220	259	125	841	855	1160	1236	252	990	592	563	1365	1024	2073	115	208
	2396	284	346	259	438	274	387	679	232	257	137	984	808	1019	1377	193	896	648	659	1480	910	2063	137	196
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

	12 - 13 Oct	19 - 20 Oct																							
YouGov MRP																									
Con	17	17	100	0	0	0	0	61	5	4	5	4	17	23	14	21	7	15	15	26	18	17	19	13	7
Lab	20	20	0	100	0	0	0	2	51	4	1	2	27	8	22	17	33	22	18	13	21	17	20	16	17
Lib Dem	16	15	0	0	100	0	0	5	14	71	2	7	21	10	14	16	18	15	16	15	16	14	16	6	9
SNP	3	4	0	0	0	0	0	0	2	0	0	0	5	1	4	3	1	4	3	4	4	3	0	0	40
Plaid Cymru	1	1	0	0	0	0	0	0	1	0	1	0	1	0	1	1	1	1	1	1	1	1	0	20	0
Reform UK	27	26	0	0	0	100	0	31	9	7	90	3	7	51	31	22	7	21	33	35	22	32	27	31	18
Green	13	15	0	0	0	0	100	1	16	13	0	85	19	4	12	17	32	19	10	6	17	11	15	13	9
Other	3	2	0	0	0	0	0	0	3	1	1	0	3	2	3	2	1	3	4	1	2	3	3	1	0

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	13	13	100	0	0	0	0	53	4	4	5	3	14	18	11	15	5	11	12	22	14	12	14	8	6
Labour	14	14	0	100	0	0	0	2	40	3	1	2	21	6	16	11	21	14	12	11	16	11	14	9	13
Liberal Democrat	10	10	0	0	100	0	0	4	11	53	2	5	16	7	10	10	12	9	11	11	11	9	11	4	6
Scottish National Party (SNP)	2	2	0	0	0	0	0	0	1	0	0	0	4	1	3	2	0	2	2	3	2	2	0	0	26
Plaid Cymru	1	1	0	0	0	0	0	0	0	0	1	0	1	0	1	1	1	1	1	1	1	1	0	13	0
Reform UK	20	19	0	0	0	100	0	27	7	6	79	2	7	41	24	15	5	14	24	29	18	22	20	23	13
Green	10	11	0	0	0	0	100	0	14	10	0	70	15	3	9	12	22	13	7	5	12	8	11	9	5
Some other party	2	2	0	0	0	0	0	0	2	1	1	0	2	1	2	1	1	2	3	1	1	2	2	1	0
Would not vote	11	11	0	0	0	0	0	2	4	0	3	1	4	8	10	11	9	15	9	6	8	14	10	13	10
Don't know	14	14	0	0	0	0	0	9	15	19	5	13	14	13	11	17	15	14	17	12	14	15	14	17	14
Skipped	4	4	0	0	0	0	0	2	2	4	4	3	2	3	4	4	10	6	2	1	4	5	4	3	5

*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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	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2396	568	393	290	822
Unweighted Sample	2396	578	410	274	801
	%	%	%	%	%

	12 - 13 Oct	19 - 20 Oct				
HEADLINE VOTING INTENTION						
Westminster Voting Intention						
<i>[Headline voting intention projected by YouGov MRP model]</i>						
Con	17	17	13	24	14	22
Lab	20	20	24	19	32	14
Lib Dem	16	15	13	12	13	22
SNP	3	4	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	27	26	33	26	17	27
Green	13	15	15	16	19	14
Other	3	2	2	2	6	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	13	13	10	18	11	16
Labour	14	14	16	13	25	10
Liberal Democrat	10	10	9	7	8	15
Scottish National Party (SNP)	2	2	0	0	0	0
Plaid Cymru	1	1	0	0	0	0
Reform UK	20	19	23	19	13	20
Green	10	11	11	11	15	10
Some other party	2	2	2	2	4	1
Would not vote	11	11	13	10	8	10
Don't know	14	14	14	16	11	15
Skipped	4	4	5	5	5	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 Over 65	297	256	10.7%
Men 50-64 High education	100	89	3.7%
Men 50-64 Mid education	100	108	4.5%
Men 50-64 Low education	92	93	3.9%
Men 25-49 High education	183	225	9.4%
Men 25-49 Mid education	91	158	6.6%
Men 25-49 Low education	82	103	4.3%
Men Under 25 High education	17	24	1.0%
Men Under 25 Mid & Low education	57	103	4.3%
Women Over 65	362	307	12.8%
Women 50-64 High education	100	84	3.5%
Women 50-64 Mid education	137	122	5.1%
Women 50-64 Low education	119	96	4.0%
Women 25-49 High education	293	242	10.1%
Women 25-49 Mid education	190	170	7.1%
Women 25-49 Low education	57	91	3.8%
Women Under 25 High education	32	29	1.2%
Women Under 25 Mid & Low education	87	96	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	332	455	19.0%
Medium (3-7)	1393	1438	60.0%
High (8,9,10)	671	503	21.0%
Social Grade (NRS and 2011 census)			
AB	870	671	28.0%
C1	611	695	29.0%
C2	373	503	21.0%
DE	542	527	22.0%
EU Referendum Vote (Election Result)			
Remain	984	841	35.1%
Leave	808	855	35.7%
Don't Know / Did Not Vote	604	700	29.2%

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Region by 2024 Vote (Election Result and ONS Population estimates)

North Con	81	84	3.5%
North Lab	197	175	7.3%
North LD	34	29	1.2%
North Reform	69	69	2.9%
North Oth	50	48	2.0%
North DNV	147	163	6.8%
Midlands Con	92	81	3.4%
Midlands Lab	120	101	4.2%
Midlands LD	25	22	0.9%
Midlands Reform	43	53	2.2%
Midlands Oth	39	31	1.3%
Midlands DNV	91	105	4.4%
London Con	34	43	1.8%
London Lab	89	91	3.8%
London LD	24	24	1.0%
London Reform	21	19	0.8%
London Oth	23	36	1.5%
London DNV	83	77	3.2%
South Con	141	189	7.9%
South Lab	184	163	6.8%
South LD	131	127	5.3%
South Reform	102	93	3.9%
South Oth	70	58	2.4%
South DNV	173	192	8.0%
Wales Con	20	14	0.6%
Wales Lab	35	31	1.3%
Wales LD	6	5	0.2%
Wales PC	13	12	0.5%
Wales Reform	12	14	0.6%
Wales Oth DNV	51	38	1.6%
Scotland Con	19	19	0.8%
Scotland Lab	54	55	2.3%
Scotland LD	12	14	0.6%
Scotland SNP	47	46	1.9%
Scotland Reform	10	10	0.4%
Scotland Oth	6	7	0.3%
Scotland DNV	48	58	2.4%

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Ethnicity (2021/22 Census)

White	1965	1970	82.4%
Asian	175	189	7.8%
Black	79	79	3.3%
Mixed	71	41	1.7%
Refused/Rather not say	71	72	3.0%
Other	35	46	1.8%

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