YouGov / Sky / Times Survey Results

Sample size: 2437 adults in GB

Fieldwork: 8th - 9th November 2026

			Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Other	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland
Weighted Sample	**2437**	439	626	224	263	152	96	829	877	1177	1260	256	1004	602	575	826	546	729	2108	117	212
Unweighted Sample	**2437**	398	676	242	279	127	102	1020	773	1047	1390	199	909	691	638	1023	513	532	2090	126	221
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	1 - 2 Nov	**8 - 9 Nov**																				
HEADLINE VOTING INTENTION																						
Westminster Voting Intention																						
[Headline voting intention from constituency vote projected by YouGov MRP model]																						
Con	*24*	**21**	67	6	14	9	1	*7*	18	28	19	23	9	12	20	33	22	24	22	23	11	11
Lab	*26*	**27**	4	65	10	2	24	*8*	41	11	26	28	36	32	27	21	33	24	22	28	21	21
Lib Dem	*11*	**12**	3	7	58	2	13	*5*	17	6	10	13	12	13	11	11	14	13	8	13	3	3
SNP	*3*	**3**	0	2	1	0	0	*39*	4	1	4	2	4	3	2	3	3	2	3	0	0	33
Plaid Cymru	*2*	**1**	1	1	2	1	0	*11*	2	1	1	2	0	1	2	1	2	2	2	0	30	0
Reform UK	*21*	**20**	23	7	7	69	7	*3*	4	41	25	16	3	17	24	24	14	19	31	20	24	18
Green	*10*	**10**	1	9	6	0	54	*10*	11	3	8	11	32	14	7	3	9	9	6	10	6	8
Your Party	*0*	**0**	0	0	1	0	1	*0*	1	0	0	0	0	0	1	0	0	0	0	0	0	0
Restore Britain	*3*	**3**	1	1	1	16	0	*1*	1	6	4	3	1	6	4	1	1	3	7	3	4	3
Other	*1*	**2**	1	1	1	1	0	*17*	1	2	2	2	3	1	2	2	2	4	0	2	1	2
If there were a general election held tomorrow, which party would you vote for?																						
Conservative	*17*	**14**	55	3	11	9	2	5	13	22	14	15	4	8	16	28	17	18	12	15	7	10
Labour	*23*	**22**	4	56	17	3	19	4	35	10	24	21	27	23	24	18	29	20	18	23	21	14
Liberal Democrat	*5*	**6**	2	3	35	1	8	6	10	3	6	7	8	6	5	6	8	7	4	7	8	1
Scottish National Party (SNP)	*2*	**2**	0	1	0	0	0	34	3	1	3	2	4	2	2	2	2	1	2	0	1	23
Plaid Cymru	*1*	**1**	0	1	2	0	1	7	1	0	1	1	1	1	1	1	1	1	1	0	16	0
Reform UK	*15*	**15**	21	6	7	59	4	3	3	34	20	11	2	14	19	20	11	18	21	15	19	14
Green	*8*	**8**	1	9	7	0	46	9	10	2	8	9	21	10	5	2	8	8	5	8	7	6
Some other party	*3*	**3**	1	1	1	17	0	9	3	5	4	2	1	4	4	2	2	4	5	3	3	3
Would not vote	*10*	**11**	3	3	1	3	4	6	6	8	8	12	10	14	8	7	8	7	14	10	7	16
Don't know	*15*	**13**	11	14	16	9	12	14	14	13	10	16	10	12	14	14	12	14	14	13	9	10
Refused	*2*	**4**	3	2	3	0	5	2	2	2	4	4	11	5	2	1	2	4	4	4	2	2

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		Region in England			
	Total	North	Midlands	London	Rest of South
Weighted Sample	**2437**	578	400	295	836
Unweighted Sample	**2437**	553	391	273	873
	%	%	%	%	%

	1 - 2 Nov	**8 - 9 Nov**				
HEADLINE VOTING INTENTION						
Westminster Voting Intention						
[Headline voting intention from constituency vote projected by YouGov MRP model]						
Con	*24*	**21**	18	24	23	26
Lab	*26*	**27**	34	28	36	22
Lib Dem	*11*	**12**	9	6	10	20
SNP	*3*	**3**	0	0	0	0
Plaid Cymru	*2*	**1**	0	0	0	0
Reform UK	*21*	**20**	21	29	13	19
Green	*10*	**10**	10	9	14	9
Your Party	*0*	**0**	0	0	0	0
Restore Britain	*3*	**3**	5	1	3	3
Other	*1*	**2**	2	2	1	2
If there were a general election held tomorrow, which party would you vote for?						
Conservative	*17*	**14**	13	14	15	18
Labour	*23*	**22**	27	21	30	19
Liberal Democrat	*5*	**6**	4	4	4	11
Scottish National Party (SNP)	*2*	**2**	0	0	0	0
Plaid Cymru	*1*	**1**	0	0	0	0
Reform UK	*15*	**15**	15	18	10	15
Green	*8*	**8**	8	7	11	8
Some other party	*3*	**3**	5	4	1	3
Would not vote	*10*	**11**	12	12	7	9
Don't know	*15*	**13**	13	16	14	12
Refused	*2*	**4**	3	3	6	4

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			Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country		
	Total		Con	Lab	Lib Dem	Reform UK	Green	Other	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland
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	%		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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*	**15**	56	4	10	8	1	4	13	22	14	15	7	8	16	28	17	18	13	16	8	9
Labour	*20*	**21**	4	53	8	2	17	5	33	9	22	20	26	22	21	17	27	19	16	22	21	14
Liberal Democrat	*8*	**8**	3	5	48	1	8	4	12	5	7	9	8	8	8	9	10	9	5	9	4	3
Scottish National Party (SNP)	*2*	**2**	0	1	1	0	0	36	4	1	3	1	3	2	2	2	2	2	2	0	0	25
Plaid Cymru	*1*	**1**	0	1	2	1	0	8	1	1	1	1	0	1	1	1	1	1	1	0	21	0
Reform UK	*15*	**15**	18	6	5	60	4	2	3	32	19	11	2	13	19	19	11	17	20	15	19	13
Green	*8*	**8**	1	9	6	0	50	9	10	3	8	9	21	10	6	2	9	8	5	9	8	7
Some other party	*3*	**3**	1	2	2	14	0	10	2	5	4	3	2	4	4	2	2	4	4	3	3	3
Would not vote	*9*	**10**	3	4	3	3	2	3	6	8	8	12	9	13	8	7	7	7	15	10	7	14
Don't know	*14*	**12**	9	14	12	9	12	13	12	11	10	14	8	13	13	11	11	12	13	13	10	8
Refused	*3*	**4**	3	3	3	1	5	5	2	3	4	5	13	5	2	1	3	3	5	4	1	5
And which of these parties would you vote for? *[Asked only to those who said 'Some other party'; N=79]*																						
Workers Party GB	*0*	***0***	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*
Social Democratic Party	*0*	***1***	*18*	*0*	*0*	*0*	*0*	*0*	*4*	*0*	*0*	*2*	*0*	*2*	*0*	*0*	*4*	*0*	*0*	*1*	*0*	*0*
Trade Unionist and Socialist Coalition	*0*	***2***	*0*	*0*	*0*	*0*	*0*	*14*	*6*	*0*	*3*	*1*	*0*	*4*	*1*	*0*	*6*	*0*	*0*	*2*	*0*	*9*
Heritage Party	*0*	***0***	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*
UK Independence Party (UKIP)	*2*	***4***	*0*	*20*	*0*	*2*	*0*	*0*	*0*	*3*	*0*	*9*	*26*	*0*	*6*	*0*	*7*	*7*	*0*	*4*	*0*	*0*
Your Party	*3*	***2***	*0*	*5*	*22*	*0*	*100*	*0*	*11*	*0*	*3*	*2*	*0*	*2*	*5*	*0*	*4*	*3*	*0*	*3*	*0*	*0*
Restore Britain	*68*	***69***	*60*	*57*	*32*	*92*	*0*	*8*	*55*	*78*	*75*	*59*	*28*	*85*	*69*	*32*	*47*	*58*	*95*	*69*	*84*	*59*
Some other party	*23*	***18***	*23*	*12*	*47*	*5*	*0*	*64*	*21*	*14*	*14*	*26*	*45*	*7*	*12*	*57*	*19*	*32*	*5*	*18*	*0*	*31*
Don't know	*0*	***3***	*0*	*6*	*0*	*2*	*0*	*14*	*3*	*4*	*5*	*0*	*0*	*0*	*5*	*11*	*11*	*0*	*0*	*3*	*16*	*0*
Refused	*4*	***1***	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*1*	*0*	*0*	*2*	*0*	*2*	*0*	*0*	*1*	*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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Conservative	*17*	**15**	12	15	17	18
Labour	*20*	**21**	28	21	27	16
Liberal Democrat	*8*	**8**	6	4	6	14
Scottish National Party (SNP)	*2*	**2**	0	0	0	0
Plaid Cymru	*1*	**1**	0	0	0	0
Reform UK	*15*	**15**	15	19	9	14
Green	*8*	**8**	8	7	11	8
Some other party	*3*	**3**	5	3	3	3
Would not vote	*9*	**10**	12	11	8	10
Don't know	*14*	**12**	11	15	14	12
Refused	*3*	**4**	3	5	6	5
And which of these parties would you vote for? *[Asked only to those who said 'Some other party'; N=79]*						
Workers Party GB	*0*	***0***	*0*	*0*	*0*	*0*
Social Democratic Party	*0*	***1***	*3*	*0*	*0*	*0*
Trade Unionist and Socialist Coalition	*0*	***2***	*0*	*6*	*0*	*1*
Heritage Party	*0*	***0***	*0*	*0*	*0*	*0*
UK Independence Party (UKIP)	*2*	***4***	*3*	*6*	*0*	*5*
Your Party	*3*	***2***	*3*	*6*	*0*	*2*
Restore Britain	*68*	***69***	*76*	*42*	*74*	*72*
Some other party	*23*	***18***	*15*	*23*	*21*	*19*
Don't know	*0*	***3***	*0*	*17*	*0*	*0*
Refused	*4*	***1***	*0*	*0*	*5*	*0*

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YouGov Weighting Data

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	Unweighted no.	Weighted no.	Target %
Age by Gender by Education (Labour Force Survey and ONS Mid Year Estimates)			
Men 65+	**281**	**263**	**10.8%**
Men 50-64 high education	**110**	**97**	**4%**
Men 50-64 med education	**113**	**105**	**4.3%**
Men 50-64 low education	**100**	**93**	**3.8%**
Men 40-49 high education	**81**	**78**	**3.2%**
Men 40-49 med education	**36**	**63**	**2.6%**
Men 40-49 low education	**31**	**49**	**2%**
Men 25-39 high education	**101**	**132**	**5.4%**
Men 25-39 med & low education	**110**	**168**	**6.9%**
Men 18-24 high education	**29**	**29**	**1.2%**
Men 18-24 med & low education	**55**	**100**	**4.1%**
Women 65+	**357**	**312**	**12.8%**
Women 50-64 high education	**131**	**102**	**4.2%**
Women 50-64 med education	**115**	**100**	**4.1%**
Women 50-64 low education	**122**	**105**	**4.3%**
Women 40-49 high education	**121**	**93**	**3.8%**
Women 40-49 med education	**74**	**61**	**2.5%**
Women 40-49 low education	**41**	**44**	**1.8%**
Women 25-39 high education	**206**	**166**	**6.8%**
Women 25-39 med & low education	**108**	**151**	**6.2%**
Women 18-24 high education	**39**	**37**	**1.5%**
Women 18-24 med & low education	**76**	**90**	**3.7%**
Political Attention (British Election Study face to face element)			
Low (0,1,2)	**295**	**463**	**19.0%**
Medium (3-7)	**1495**	**1462**	**60.0%**
High (8,9,10)	**647**	**512**	**21.0%**
Region by 2024 Vote (Election Result and ONS Population estimates)			
North Con	**77**	**85**	**3.5%**
North Lab	**195**	**178**	**7.3%**
North LD	**36**	**29**	**1.2%**
North Reform	**74**	**71**	**2.9%**
North Oth	**45**	**49**	**2.0%**
North DNV	**126**	**166**	**6.8%**
Midlands Con	**75**	**83**	**3.4%**
Midlands Lab	**113**	**102**	**4.2%**
Midlands LD	**23**	**22**	**0.9%**

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Midlands Reform	**58**	**54**	**2.2%**
Midlands Oth	**30**	**32**	**1.3%**
Midlands DNV	**92**	**107**	**4.4%**
London Con	**38**	**44**	**1.8%**
London Lab	**80**	**93**	**3.8%**
London LD	**27**	**24**	**1.0%**
London Reform	**25**	**19**	**0.8%**
London Oth	**20**	**37**	**1.5%**
London DNV	**83**	**78**	**3.2%**
South Con	**171**	**193**	**7.9%**
South Lab	**193**	**166**	**6.8%**
South LD	**138**	**129**	**5.3%**
South Reform	**97**	**95**	**3.9%**
South Oth	**52**	**58**	**2.4%**
South DNV	**222**	**195**	**8.0%**
Wales Con	**19**	**15**	**0.6%**
Wales Lab	**38**	**32**	**1.3%**
Wales LD	**5**	**5**	**0.2%**
Wales PC	**12**	**12**	**0.5%**
Wales Reform	**14**	**15**	**0.6%**
Wales Oth DNV	**38**	**39**	**1.6%**
Scotland Con	**18**	**19**	**0.8%**
Scotland Lab	**57**	**56**	**2.3%**
Scotland LD	**13**	**15**	**0.6%**
Scotland SNP	**52**	**46**	**1.9%**
Scotland Reform	**11**	**10**	**0.4%**
Scotland Oth	**9**	**7**	**0.3%**
Scotland DNV	**61**	**58**	**2.4%**

EU Referendum Vote (Election Result)

Remain	**1020**	**829**	**35.1%**
Leave	**773**	**877**	**35.7%**
Don't Know / Did Not Vote	**644**	**731**	**29.2%**

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Ethnicity (2021/22 Census)

White	**2021**	**2003**	**82.2%**
Asian	**173**	**193**	**7.9%**
Black	**70**	**80**	**3.3%**
Mixed	**59**	**41**	**1.7%**
Refused/Rather not say	**80**	**73**	**3%**
Other	**34**	**46**	**1.9%**

Socio-economic classsification (NsSec)

L1, L2 and L3 Higher managerial, administrative and professional occupations	**399**	**324**	**13.3%**
L4, L5 and L6 Lower managerial, administrative and professional occupations	**624**	**502**	**20.6%**
L7 Intermediate occupations	**342**	**288**	**11.8%**
L8 and L9 Small employers and own account workers	**171**	**258**	**10.6%**
L10 and L11 Lower supervisory and technical occupations	**134**	**139**	**5.7%**
L12 Semi-routine occupations	**256**	**285**	**11.7%**
L13 Routine occupations	**142**	**305**	**12.5%**
L14.1 and L14.2 Never worked and long-term unemployed	**259**	**207**	**8.5%**
L15 Full-time students	**110**	**129**	**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

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