

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
 ONLINE Fieldwork: 17th to 21st October 2025

Table 1  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
 - Summary Table  
 Base: All respondents

	Conservatives	Labour Party	Liberal Democrats	Green Party	Reform UK	Scottish National Party (SNP)	Plaid Cymru	Your Party	Another party
Unweighted base	4067	4067	4067	4067	4067	353	198	4067	4067
Weighted base	4072	4072	4072	4072	4072	351	196	4072	4072
10 - I will definitely vote for the party	158 4%	148 4%	72 2%	115 3%	409 10%	37 11%	10 5%	46 1%	6 0%
9	97 2%	123 3%	120 3%	127 3%	201 5%	25 7%	9 5%	59 1%	22 1%
8	233 6%	225 6%	214 5%	255 6%	252 6%	33 9%	11 6%	116 3%	45 1%
7	257 6%	260 6%	323 8%	292 7%	234 6%	28 8%	22 11%	140 3%	63 2%
6	241 6%	276 7%	318 8%	274 7%	165 4%	22 6%	14 7%	142 3%	75 2%
5	451 11%	412 10%	532 13%	520 13%	354 9%	22 6%	26 13%	332 8%	440 11%
4	198 5%	208 5%	258 6%	208 5%	133 3%	17 5%	9 5%	158 4%	141 3%
3	245 6%	216 5%	316 8%	282 7%	130 3%	23 7%	7 4%	184 5%	185 5%
2	255 6%	236 6%	315 8%	265 7%	126 3%	13 4%	12 6%	206 5%	197 5%
1	272 7%	219 5%	231 6%	237 6%	166 4%	10 3%	12 6%	224 5%	215 5%
0 - No chance I'll vote for the party	1448 36%	1515 37%	1112 27%	1239 30%	1674 41%	104 30%	53 27%	1970 48%	1750 43%
Don't know	215 5%	234 6%	261 6%	256 6%	227 6%	16 4%	11 6%	496 12%	333 23%
SUM: 9-10 Very Likely	255 6%	271 7%	192 5%	243 6%	610 15%	62 18%	19 10%	104 3%	28 1%
SUM: 7-10 Likely	745 18%	756 19%	729 18%	790 19%	1096 27%	123 35%	52 26%	360 9%	136 3%
SUM: 4-10 Consider	1636 40%	1651 41%	1838 45%	1792 44%	1748 43%	184 53%	101 51%	993 24%	792 19%
SUM: 0-6 + DK Not likely	3326 82%	3315 81%	3342 82%	3281 81%	2976 73%	228 65%	145 74%	3711 91%	3395 97%

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 - Summary Table  
 Base: All respondents

	<u>Conservatives</u>	<u>Labour Party</u>	<u>Liberal Democrats</u>	<u>Green Party</u>	<u>Reform UK</u>	<u>Scottish National Party (SNP)</u>	<u>Plaid Cymru</u>	<u>Your Party</u>	<u>Another party</u>
Weighted base	4072	4072	4072	4072	4072	351	196	4072	4072
SUM: 0-3 Unlikely	2436 60%	2420 59%	2234 55%	2279 56%	2324 57%	166 47%	95 49%	3079 76%	3279 81%
Mean	3.15	3.15	3.46	3.43	3.55	4.40	3.95	2.02	1.73
Standard deviation	3.21	3.25	2.99	3.14	3.78	3.72	3.34	2.78	2.37
Standard error	0.05	0.05	0.05	0.05	0.06	0.20	0.24	0.05	0.04

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Absolutes/col percents

Table 2  
**Q.1 - SUMMARY TABLE 9-10 Very Likely**  
**Base: All respondents**

	Gender			Age										Age II										Gender x Age										Social Grade										Region									
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humber (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of England (G)	London (H)	South East (I)	South West (J)	NET: England (K)															
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516															
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525															
Conservatives	255	139	116	18	48	25	38	28	97	42	55	67	63	125	16	51	29	59	2	16	34	66	79	68	60	49	10	11	6	33	14	25	20	9	31	27	47	30	237														
Labour Party	271	153	118	47	49	39	42	39	54	28	26	96	82	93	29	56	50	46	18	39	32	47	93	87	37	55	23	16	34	16	25	20	15	17	59	30	17	233															
Liberal Democrats	192	100	92	15	24	39	33	21	60	27	33	39	72	81	7	23	37	41	8	17	35	40	59	58	33	43	13	4	14	11	7	14	7	22	31	42	28	172															
Green Party	243	95	142	49	74	40	36	24	21	15	5	123	76	44	20	45	31	19	27	74	44	25	74	78	37	54	23	10	27	18	16	14	13	28	47	25	22	207															
Reform UK	610	350	259	30	55	78	110	134	202	115	87	85	188	337	23	61	103	187	7	24	85	150	105	174	149	182	19	31	69	72	61	50	28	66	59	98	55	562															
Scottish National Party (SNP)	62	27	34	1	9	18	14	9	11	8	3	10	32	20	-	2	15	11	1	8	17	9	19	20	9	14	62	-	-	-	-	-	-	-	-	-	-	-															
Plaid Cymru	19	9	10	-	4	7	-	6	3	1	4	7	9	-	2	1	6	-	1	5	3	6	7	1	5	-	-	-	-	-	-	19	-	-	-	-	-	-															
Your Party	104	33	69	17	24	20	16	10	17	12	5	41	36	28	3	9	11	12	12	30	23	15	24	27	13	41	7	8	16	9	10	7	5	9	19	9	6	93															
Another party	28	13	15	1	8	1	8	7	3	3	-	9	9	10	-	6	4	3	1	3	5	7	6	5	6	11	2	1	1	-	2	6	-	4	5	4	3	26															
	1%	1%	1%	-	1%ahj	-	1%ahj	1%ahj	-	1%	-	1%	1%	-	-	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	2%BCL	-	1%	1%	1%	1%	1%															

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



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Absolutes/col percents

Table 3  
**Q.1 - SUMMARY TABLE 9-10 Very Likely**  
**Base: All respondents**

	Housing tenure										Education					O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)				
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)			
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	285	811	656	705	1106	822			
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790			
Conservatives	255	190	120	70	59	35	17	18	25	124	130	13	226	28%kmnop	1%	*	2	2	255	100%qstu	2%	4%	3	18	255	34%vwyz	2%	6%wxz	24	3%
Labour Party	271	164	91	73	100	50	13	37	50	173	87	240	2	10	2	12	271	7	15	13	15	271	34	73	33	78	10%wy			
Liberal Democrats	192	138	89	49	53	22	7	15	31	124	66	36	3	136	1	1	13	15	4	192	6	13	50	21	192	19	53	10%wy		
Green Party	243	123	44	79	115	50	24	25	65	143	90	80	1	15	3	107	25	15	3	13	7	243	48	17	63	19	243	31%wxy		
Reform UK	610	418	247	171	180	114	49	65	66	177	421	65	135	69%klmnop	2%	330	4	53	13	24	610	7	23	124	33	610	56%wxz	39	5%w	
Scottish National Party (SNP)	62	34	11	24	27	18	12	6	9	35	25	4	-	-	1	-	6	-	-	1	1	6	-	2	3	13	20%xy			
Plaid Cymru	19	14	4	10	5	2	1	1	11	8	4	-	-	-	2	-	2	-	-	1	-	4	-	4	-	10	-	24%y		
Your Party	104	53	18	36	49	33	14	20	16	55	46	52	1	19	11	11	9	1	8	3	30	26	7	24	9	63	8%wxy			
Another party	28	18	6	12	9	8	5	3	1	11	16	10	-	2	7	1	1	4	7	6	4	5	6	8	15	8	1%			
	1%	1%	*	1%h	1%h	1%dh	2%bth	1%	-	1%	1%	1%p	-	1%	2%ip	-	-	2%	4%qt	1%	2%	1%	1%	1%	1%	1%	1%			

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 4  
**Q.1 - SUMMARY TABLE 7-10 Likely**  
**Base: All respondents**

	Gender		Age										Age II										Gender + Age										Social Grade										Region									
	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humberside (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of London (G)	London (H)	South East (I)	South West (J)	NET: England (K)															
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516														
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525														
Conservatives	745	395	351	74	110	91	105	102	262	120	143	184	196	365	46	110	105	180	27	74	92	185	215	221	174	136	32	25	92	54	80	54	24	88	111	116	69	689														
	18%	20%b	17%	17%	16%	14%	16%	16%	27%cd	23%def	32%def	16%	15%	23%kl	22%rst	21%prst	16%	12%	13%	23%prst	21%y	18%y	14%	14%	9%	15%	15%	20%zF	16%zF	22%zCF	18%z	12%	22%zACF	20%zF	20%zF	19%zF	20%zF	20%zF														
Labour Party	756	405	351	107	174	138	127	96	114	65	49	281	265	210	60	141	152	112	47	140	112	99	245	233	127	151	62	29	99	60	68	56	36	56	138	100	52	658														
	19%	21%b	17%	25%ghi	25%ghi	21%ghi	19%hij	15%	12%	13%	11%	25%lm	20%lm	13%	28%qtu	27%qtu	23%qtu	14%	21%qu	23%qtu	16%u	12%	24%wxy	19%xy	15%	16%	16%	17%	21%GJ	16%	18%	18%	19%	14%	25%zACD	17%	14%	19%GJ														
Liberal Democrats	729	375	353	95	152	128	119	84	151	69	82	247	247	235	52	129	135	111	43	117	113	124	240	215	122	152	71	12	74	50	46	53	28	66	120	117	92	630														
	18%	19%	17%	22%ghi	22%ghi	19%gi	18%g	13%	16%kl	14%	18%ghi	22%lm	18%lm	15%	25%qtu	25%qtu	21%qu	14%	19%	19%qu	16%	15%	24%wxy	17%	14%	16%	20%AD	7%	16%A	15%A	12%	17%A	14%A	17%A	22%ABCD	20%ACD	25%ABCD	18%AD	19%AD													
Green Party	790	356	427	122	220	144	119	92	84	50	34	352	263	176	55	142	136	79	66	205	126	96	246	245	132	168	63	21	89	63	57	63	41	90	137	101	68	687														
	19%	18%	20%	28%efgh	33%efgh	22%ghij	17%hij	14%hij	9%	10%	8%	31%lm	20%lm	11%	26%qtu	27%qtu	21%qu	10%	30%qtu	34%nopq	18%qu	12%	24%wxy	20%xy	16%	17%	18%	13%	19%	18%	15%	21%A	21%A	23%ADI	25%ABC	17%	18%	19%AD														
Reform UK	1096	605	489	80	127	154	189	221	324	176	147	207	343	545	52	134	183	289	28	73	160	257	216	309	282	290	56	50	132	122	106	89	48	109	116	174	95	992														
	27%	31%b	23%	18%	18%	23%cd	28%cd	34%cdef	34%cdef	34%cdef	33%cde	18%	26%kl	34%kl	25%rs	26%rs	28%rs	37%unopr	13%	12%	23%rs	31%orst	21%	25%v	33%vw	30%vw	16%	30%zH	29%zH	36%zBFG	29%zH	29%zH	24%z	28%zH	21%	30%zH	26%z	28%zH														
Scottish National Party (SNP)	123	61	61	10	27	33	20	14	18	13	5	38	54	32	5	16	25	20	5	21	28	12	34	47	20	21	123	-	-	-	-	-	-	-	-	-	-	-														
	35%	34%	36%	36%	41%hij	49%ghij	31%	28%	24%	33%h	14%	40%lm	41%lm	26%	51%	40%	36%	28%	27%	38%	46%qu	23%	37%	40%	32%	27%	35%	-	-	-	-	-	-	-	-	-	-	-														
Plaid Cymru	52	27	25	2	10	14	6	11	8	4	4	12	21	19	-	5	10	12	2	7	10	7	14	20	4	14	-	-	-	-	-	52	-	-	-	-	-															
	26%	29%	24%	15%	34%	38%h	20%	28%	18%	19%	17%	28%	30%	23%	-	29%	29%	29%	31%	28%	31%	17%	28%	31%	12%	27%	-	-	-	-	-	26%	-	-	-	-	-															
Your Party	360	150	206	65	106	57	59	41	32	25	7	171	116	73	27	63	54	33	36	105	61	39	102	100	68	90	20	14	48	37	34	31	13	27	67	45	25	327														
	9%	8%	10%a	15%efgh	15%efgh	9%hij	9%hij	6%hij	3%	5%hij	2%	15%lm	9%lm	5%	13%qu	12%qu	8%qu	4%	17%pqtu	16%opqtu	9%qu	5%	10%	8%	8%	9%	6%	8%	10%z	11%z	9%	10%z	7%	7%	12%zFGU	8%	7%	9%z														
Another party	136	70	66	19	53	15	30	12	7	5	2	72	45	19	8	39	25	7	11	34	21	12	50	32	29	25	6	4	18	14	16	12	1	11	29	16	10	129														
	3%	4%	3%	4%ghij	8%efghi	2%hij	4%eghij	2%ij	1%	1%	-	6%lm	3%lm	1%	4%qu	7%npqtu	4%qu	1%	5%qu	6%qu	3%qu	1%	5%wxy	3%	3%	3%	2%	2%	4%F	4%F	4%zF	4%F	-	3%	5%zFIL	3%	3%	4%F														

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 5  
**Q.1 - SUMMARY TABLE 7-10 Likely**  
**Base: All respondents**

	Housing tenure										Education		OS Past Vote (2024)					Q1 Future Vote: SUM: Very Likely (9-10)					Q1 Future Vote: SUM: Likely (7-10)				
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790
Conservatives	745	531	323	208	199	108	40	67	91	336	391	79	509	37	49	12	47	34	255	21	124	17	104	745	127	303	99
	18%	21% <sup>cdefgh</sup>	24% <sup>acdefgh</sup>	17% <sup>h</sup>	14%	15%	14%	16%	13%	17%	19%	7%	63% <sup>kmnop</sup>	9%	10% <sup>klo</sup>	5%	8%	13% <sup>u</sup>	100% <sup>qrst</sup>	11%	20% <sup>qstu</sup>	7%	14%	100% <sup>vwxyz</sup>	17% <sup>vz</sup>	28% <sup>wxz</sup>	13%
Labour Party	756	440	214	227	300	144	50	94	156	476	248	539	32	68	11	16	60	271	18	50	23	48	756	104	264	94	259
	19%	17%	16%	18%	21% <sup>ab</sup>	20% <sup>b</sup>	18%	22% <sup>ab</sup>	24% <sup>j</sup>	12%	47% <sup>klmnop</sup>	4%	16% <sup>lnop</sup>	2%	7% <sup>on</sup>	10% <sup>ln</sup>	100% <sup>rstu</sup>	7%	26% <sup>rt</sup>	4%	20% <sup>rt</sup>	100% <sup>wxyz</sup>	14% <sup>y</sup>	36% <sup>wy</sup>	9%	33% <sup>wy</sup>	9%
Liberal Democrats	729	485	266	229	238	114	37	77	124	453	252	236	51	287	18	34	53	73	17	182	33	63	264	127	729	121	298
	18%	19% <sup>d</sup>	19% <sup>d</sup>	19% <sup>d</sup>	17%	16%	13%	18%	18%	23% <sup>j</sup>	12%	21% <sup>lnp</sup>	6%	71% <sup>klmnop</sup>	4%	15% <sup>lnp</sup>	9% <sup>un</sup>	27% <sup>st</sup>	7%	100% <sup>qstu</sup>	5%	26% <sup>st</sup>	35% <sup>wy</sup>	17% <sup>sy</sup>	100% <sup>vwxyz</sup>	11%	38% <sup>wy</sup>
Green Party	790	441	174	267	336	138	56	83	197	485	279	315	41	95	18	181	84	78	24	53	39	243	259	99	298	121	790
	19%	17% <sup>b</sup>	13%	22% <sup>ab</sup>	24% <sup>abeg</sup>	20% <sup>b</sup>	20% <sup>b</sup>	19% <sup>b</sup>	28% <sup>abodefgh</sup>	25% <sup>j</sup>	14%	28% <sup>lnp</sup>	5%	23% <sup>lnp</sup>	4%	81% <sup>klmnop</sup>	14% <sup>ln</sup>	29% <sup>st</sup>	9%	27% <sup>rt</sup>	6%	100% <sup>qrst</sup>	34% <sup>wy</sup>	13%	41% <sup>wy</sup>	11%	100% <sup>wxy</sup>
Reform UK	1096	735	421	314	343	201	80	121	142	359	710	160	310	34	423	21	108	33	62	19	610	19	94	303	121	1096	121
	27%	29% <sup>cdeh</sup>	31% <sup>acdeh</sup>	25% <sup>h</sup>	24% <sup>h</sup>	28% <sup>dh</sup>	28% <sup>dh</sup>	28% <sup>dh</sup>	20%	18%	35% <sup>kl</sup>	14% <sup>mo</sup>	38% <sup>kmp</sup>	8%	88% <sup>klmnop</sup>	9%	18% <sup>klmo</sup>	12%	24% <sup>qstu</sup>	10%	100% <sup>qrst</sup>	8%	12%	41% <sup>vwxz</sup>	17% <sup>v</sup>	100% <sup>wxyz</sup>	15% <sup>v</sup>
Scottish National Party (SNP)	123	71	17	54	52	34	20	14	18	82	38	17	-	3	2	18	2	-	1	1	9	17	3	20	13	37	
	3%	3% <sup>ab</sup>	1%	4% <sup>ab</sup>	4% <sup>ab</sup>	4% <sup>ab</sup>	5% <sup>ab</sup>	4% <sup>ab</sup>	32%	40% <sup>j</sup>	28%	17%	-	10%	13%	32% <sup>kl</sup>	8%	-	6%	7%	38%	27%	8%	28%	23%	59% <sup>wxy</sup>	
Plaid Cymru	52	37	16	21	14	7	5	2	7	30	21	15	4	5	1	2	3	5	2	1	3	4	12	5	13	8	
	26%	28%	24%	31%	24%	29%	56%	13%	20%	30%	22%	23%	15%	26%	5%	33%	11%	32%	24%	21%	10%	33%	22%	45%	17%	58% <sup>wy</sup>	
Your Party	360	190	73	117	155	85	32	53	70	209	134	171	22	26	9	57	35	41	13	27	15	89	131	64	125	67	240
	9%	7% <sup>b</sup>	5%	9% <sup>ab</sup>	11% <sup>ab</sup>	12% <sup>ab</sup>	11% <sup>ab</sup>	13% <sup>ab</sup>	10% <sup>ab</sup>	11% <sup>j</sup>	7%	15% <sup>klmnop</sup>	3%	6% <sup>ln</sup>	2%	26% <sup>klmnop</sup>	6% <sup>ln</sup>	15% <sup>st</sup>	5%	14% <sup>st</sup>	2%	37% <sup>qrst</sup>	17% <sup>wy</sup>	9% <sup>y</sup>	17% <sup>wy</sup>	6%	30% <sup>wxy</sup>
Another party	136	68	22	46	63	33	13	19	31	70	60	36	20	11	24	7	14	14	10	13	16	12	60	52	53	66	57
	3%	3% <sup>ab</sup>	2%	4% <sup>ab</sup>	4% <sup>ab</sup>	5% <sup>ab</sup>	5% <sup>ab</sup>	5% <sup>ab</sup>	4% <sup>ab</sup>	4%	3%	3%	3%	3%	5% <sup>lp</sup>	3%	2%	5% <sup>st</sup>	4%	7% <sup>st</sup>	3%	5%	8%	7%	7%	6%	7%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 6  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Conservatives**  
**Base: All respondents**

	Gender			Age							Age II			Gender + Age							Social Grade							Region												
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humberside (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of England (G)	London (H)	South East (I)	South West (J)	NET: England (K)		
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	364	3526	
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525		
10 - I will definitely vote for the party	158	82	76	14	27	11	24	16	65	26	38	41	36	81	12	31	13	38	2	10	23	43	50	42	32	33	6	7	25	9	13	11	7	18	16	35	13	145		
	4%	4%	4%	3%	4%	2%	4%	3%	7%	5%	9%	4%	3%	5%	6%	6%	2%	5%	1%	2%	3%	5%	5%	3%	4%	2%	4%	5%	3%	4%	4%	3%	5%	5%	3%	6%	3%	14%		
9	97	57	40	5	21	14	14	12	32	16	17	26	27	44	4	20	17	20	1	6	11	24	29	26	27	15	4	4	8	5	12	9	2	13	11	12	17	92		
	2%	3%	2%	1%	3%	2%	2%	3%	8%	3%	4%	2%	2%	3%	2%	4%	3%	3%	1%	1%	2%	3%	3%	2%	3%	2%	1%	2%	2%	2%	3%	3%	1%	13%	11%	12%	17%	92%		
8	233	123	110	26	29	31	30	33	85	36	49	55	61	117	13	29	37	57	12	26	24	60	74	71	39	49	9	6	27	22	24	14	11	29	43	29	18	213		
	6%	6%	5%	6%	4%	5%	4%	5%	9%	7%	11%	5%	5%	7%	6%	6%	6%	7%	6%	4%	3%	7%	7%	6%	5%	5%	3%	4%	6%	6%	7%	4%	6%	7%	8%	5%	18%	6%		
7	257	132	125	30	33	35	37	41	81	42	39	62	72	122	17	30	38	63	12	32	34	59	62	83	75	38	13	7	32	18	31	20	5	29	41	39	21	239		
	6%	7%	6%	7%	5%	5%	5%	6%	8%	8%	9%	6%	6%	8%	8%	6%	6%	8%	6%	5%	5%	7%	6%	7%	6%	4%	4%	4%	5%	5%	7%	2%	2%	7%	2%	2%	6%	7%		
6	241	125	116	35	42	35	40	29	60	37	23	78	75	89	15	40	47	38	20	37	28	51	65	76	51	49	16	12	28	20	22	15	5	25	39	33	26	220		
	6%	6%	6%	8%	6%	5%	6%	4%	6%	7%	5%	7%	6%	6%	7%	8%	7%	5%	9%	6%	4%	6%	6%	6%	6%	5%	5%	7%	6%	6%	6%	5%	3%	6%	7%	6%	7%	6%		
5	451	203	247	55	82	57	62	64	132	65	67	136	119	196	27	65	59	79	28	69	61	117	126	151	98	77	33	18	49	46	39	30	23	27	63	69	54	396		
	11%	10%	12%	13%	12%	9%	9%	10%	14%	13%	15%	12%	13%	12%	9%	10%	9%	10%	13%	12%	9%	14%	12%	15%	12%	8%	9%	11%	11%	14%	11%	10%	11%	7%	12%	12%	15%	11%		
4	198	104	94	9	31	25	28	44	60	25	35	40	53	104	8	25	27	53	2	16	27	52	49	47	51	52	8	7	26	17	18	19	7	25	20	36	15	183		
	5%	5%	4%	2%	4%	4%	4%	7%	6%	5%	6%	5%	6%	8%	5%	5%	5%	6%	4%	3%	4%	6%	6%	6%	5%	5%	2%	4%	6%	5%	5%	6%	3%	6%	4%	6%	4%	5%		
3	245	124	121	28	45	42	41	38	51	28	23	73	83	89	15	38	38	48	13	35	45	41	74	70	52	49	24	9	30	24	23	27	14	24	26	35	16	212		
	6%	6%	6%	7%	6%	6%	6%	6%	5%	6%	5%	6%	6%	7%	7%	6%	6%	6%	6%	6%	7%	5%	7%	6%	6%	5%	7%	5%	6%	6%	7%	6%	9%	5%	6%	5%	6%	4%	6%	
2	255	131	122	29	51	54	40	29	52	31	21	79	94	82	16	33	48	50	12	46	45	31	61	85	59	51	28	7	17	19	31	20	9	27	31	40	25	219		
	6%	7%	6%	7%	7%	8%	6%	5%	6%	5%	5%	7%	7%	8%	8%	6%	7%	6%	6%	6%	7%	5%	6%	7%	6%	5%	4%	5%	6%	5%	6%	8%	7%	4%	7%	6%	6%	7%	6%	
1	272	132	139	27	44	52	55	42	53	25	28	71	106	95	13	31	54	47	14	39	52	48	62	84	51	75	31	15	23	28	28	17	14	23	35	32	27	227		
	7%	7%	7%	6%	6%	8%	8%	7%	6%	5%	6%	6%	8%	6%	6%	6%	6%	6%	6%	6%	7%	6%	6%	6%	6%	6%	8%	9%	6%	6%	6%	6%	7%	6%	6%	6%	6%	7%	6%	
0 - No chance I'll vote for the party	1448	685	755	131	224	261	281	283	269	172	97	355	541	552	60	154	258	274	70	195	282	278	326	431	266	425	165	68	172	110	107	107	95	139	181	190	115	1188		
	36%	35%	36%	30%	32%	39%	39%	41%	44%	28%	24%	31%	40%	44%	28%	29%	39%	35%	32%	33%	41%	38%	32%	35%	31%	44%	47%	41%	37%	32%	29%	29%	48%	33%	33%	33%	32%	34%		
Don't know	215	55	160	46	68	46	26	14	15	7	7	114	73	29	12	27	20	9	34	87	53	20	47	74	42	53	15	7	24	25	19	16	11	15	39	28	16	190		
	5%	3%	8%	4%	6%	4%	2%	2%	1%	2%	2%	10%	5%	2%	6%	5%	3%	1%	16%	15%	8%	2%	5%	6%	5%	6%	4%	4%	5%	7%	5%	5%	5%	4%	7%	5%	4%	5%		

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Prepared by Yonder



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 6  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Conservatives**

Base: All respondents

	Gender		Age								Age II		Gender + Age								Social Grade				Region														
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	19-34 (k)	35-54 (l)	55+ (m)	Male 19-24 (n)	Male 19-34 (o)	Male 35-54 (p)	55+ (q)	Female 19-24 (r)	Female 19-34 (s)	Female 35-54 (t)	55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humber (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of England (G)	London (H)	South East (I)	South West (J)	NET: England (K)	
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525	
SUM: 9-10 Very Likely	255	139	116	18	48	25	38	28	97	42	55	67	63	125	16	51	29	59	2	16	34	66	79	68	60	49	10	11	33	14	25	20	9	31	27	47	30	237	
	6%	7%b	6%	4%	7%e	4%	6%	4%	10%defg	8%oeg	12%cdelg	6%	5%	8%l	8%rs	10%prst	4%r	8%prst	1%	3%	5%rs	8%prst	8%wy	5%	7%	5%	3%	6%	7%z	4%	7%z	6%z	4%	8%zC	5%	8%zC	8%zC	8%zC	7%zC
SUM: 7-10 Likely	745	395	351	74	110	91	105	102	262	120	143	184	196	365	46	110	105	180	27	74	92	215	221	174	136	32	25	92	54	80	54	24	88	111	116	69	689		
	18%	20%b	17%	17%	16%	14%	16%	16%	27%defg	23%cdelg	32%cdelg	16%	15%	23%kl	22%rst	21%prst	16%	23%prst	12%	12%	13%	23%prst	21%sy	18%y	21%y	14%	9%	15%	20%zF	16%z	22%zCF	18%z	12%	22%zACF	20%zF	19%zF	20%zF	20%zF	
SUM: 4-10 Consider	1636	827	807	173	265	208	236	240	514	247	267	438	444	754	96	240	237	350	77	196	207	404	453	495	374	313	89	62	195	137	160	119	59	165	233	254	165	1488	
	40%	42%b	38%	40%e	38%e	31%	35%	37%e	54%defg	48%defg	60%defg	39%l	33%	47%kl	45%prst	46%prst	36%t	45%prst	35%	33%	30%	49%prst	44%wy	40%y	44%y	32%	25%	37%z	42%zF	40%zF	43%zF	39%zF	30%	42%zF	43%zF	44%zF	45%zF	42%zF	
SUM: 0-6 + DK Not likely	3326	1560	1754	360	586	571	573	544	893	392	300	946	1144	1236	165	413	549	598	193	525	593	636	808	1017	670	832	319	143	369	288	287	252	172	305	434	462	294	2835	
	82%	80%	83%a	83%hj	84%hj	86%hj	84%hj	84%hj	73%j	77%hj	68%	84%lm	85%lm	77%	78%	79%	84%noqu	77%	88%noqu	88%noqu	87%noqu	77%	79%	82%	79%	86%vwx	91%BCDE	85%G	80%	84%DG	78%	82%	88%BDGH78%	80%	80%	80%	81%	80%	
SUM: 0-3 Unlikely	2436	1127	1297	261	431	454	443	406	440	265	176	692	897	847	116	283	417	428	143	403	478	416	569	744	470	654	262	106	266	205	206	187	138	229	312	324	199	2036	
	60%	58%	62%a	60%hj	62%hj	60%cdgh	65%hj	63%hj	46%j	52%hj	40%	61%lm	67%klm	53%	55%	54%	64%noqu	55%	65%noqu	67%noqu	70%noqu	51%	56%	60%v	56%	68%vwx	75%ABCD	63%	58%	60%	57%	61%	70%BCDE58%	57%	56%	55%	56%		
Mean	3.15	3.26b	3.05	3.30efg	3.17efg	2.61	2.74	2.70	3.99cde	3.58def	4.46cde	3.22i	2.68	3.47i	3.64pqt	3.65prs	2.82	3.38pst	2.98	2.84	2.55	3.57prs	3.48wy	3.14y	3.41y	2.56	2.10	2.83z	3.26zF	3.13zF	3.47zAF	3.10zF	2.34	3.33zF	3.35zF	3.40zF	3.42zF	3.30zF	
Standard deviation	3.21	3.25	3.17	3.13	3.17	2.98	3.14	3.07	3.36	3.32	3.36	3.15	3.06	3.31	3.26	3.31	3.08	3.30	2.95	2.94	3.04	3.32	3.28	3.17	3.19	3.11	2.74	3.19	3.32	3.05	3.21	3.14	3.06	3.34	3.23	3.28	3.22	3.23	
Standard error	0.05	0.07	0.07	0.17	0.13	0.12	0.12	0.12	0.11	0.14	0.16	0.10	0.09	0.08	0.24	0.16	0.12	0.11	0.23	0.14	0.12	0.12	0.10	0.09	0.12	0.10	0.15	0.25	0.15	0.17	0.17	0.18	0.22	0.17	0.15	0.14	0.17	0.06	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 7  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Conservatives**  
**Base: All respondents**

	Housing tenure										Education					O5 Past Vote (2024)					Q1 Future Vote: SUM: Very Likely (9-10)					Q1 Future Vote: SUM: Likely (7-10)				
	NET: Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)			
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822			
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790			
10 - I will definitely vote for the party	158	116	66	50	38	23	9	13	15	67	90	3	147	1	1	-	6	-	158	-	3	-	5	158	6	22	11			
9	97	75	55	20	21	12	7	5	9	57	41	11	79	3	1	2	7	97	4	21	3	13	97	11	40	13				
8	233	159	98	61	69	35	15	21	34	103	123	25	162	9	16	3	15	14	38	2	5	38	9	34	233	45	111			
7	257	182	105	77	70	37	9	29	33	110	137	41	120	24	31	7	24	13	11	61	5	51	257	64	130	40				
6	241	161	81	79	78	36	16	20	42	123	113	56	70	28	34	9	33	11	-	10	33	4	41	-	50	88				
5	451	308	176	130	135	66	22	43	69	212	220	71	125	50	64	13	78	16	-	13	75	9	47	-	62	137				
4	198	146	89	57	45	28	9	19	18	88	103	51	40	23	38	10	19	6	-	14	26	1	40	-	41	69				
3	245	162	74	89	75	35	13	22	40	122	118	71	19	43	53	13	34	10	-	11	46	5	46	-	54	86				
2	255	166	72	94	87	39	13	26	48	115	131	91	7	33	42	12	38	11	-	9	39	14	55	-	62	77				
1	272	175	81	94	91	49	18	31	42	141	123	91	10	53	45	19	31	18	-	28	41	22	67	-	65	62				
0 - No chance I'll vote for the party	1448	821	404	417	592	308	140	169	294	712	706	614	22	141	136	236	161	-	87	212	171	352	-	266	268	440				
Don't know	215	101	34	67	110	40	12	29	70	94	111	21	7	11	8	-	99	4	-	4	-	5	-	3	6					
SUM: 9-10 Very Likely	255	190	120	70	59	35	17	18	25	124	130	13	228	4	2	2	8	7	255	4	24	3	18	255	17	62				

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 7  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Conservatives**  
**Base: All respondents**

	Housing tenure								Education		Q5 Past Vote (2024)						Q1 Future Vote: SUM: Very Likely (9-10)					Q1 Future Vote: SUM: Likely (7-10)					
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/ Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790
SUM: 7-10 Likely	745	531	323	208	199	108	40	67	91	336	391	79	509	37	49	12	47	34	255	21	124	17	104	745	127	303	99
	18%	21%cdelgh	24%aacdelgh	17%h	14%	15%	14%	16%	13%	17%	19%	7%	53%kmnop	9%	10%ko	5%	8%	13%u	100%qstu	11%	20%qsu	7%	14%	100%vvyz	17%vz	28%vz	13%
SUM: 4-10 Consider	1636	1146	672	474	457	236	87	150	220	759	827	257	743	137	184	44	176	67	255	55	268	31	232	745	279	597	190
	40%	45%cdelgh	55%aacdelgh	38%idelfh	32%	33%	31%	35%	31%	39%	41%	22%	92%kmnop	33%ko	38%kop	20%	29%ko	25%u	100%qstu	30%u	44%qsu	13%	31%z	100%vvyz	38%vz	54%vz	24%
SUM: 0-6 + DK Not likely	3326	2040	1014	1025	1213	600	242	359	612	1625	1065	300	381	434	212	567	237	-	172	486	226	652	-	603	793	691	
	82%	79%ab	76%	83%lab	86%ab	85%ab	86%lab	84%lab	87%lab	83%	81%	93%lm	37%	91%l	90%l	95%ln	92%l	87%l	-	89%rt	80%r	93%qt	86%wy	-	83%wy	72%w	87%wxy
SUM: 0-3 Unlikely	2436	1425	665	760	955	472	195	277	483	1183	1188	887	65	280	298	180	437	204	-	135	342	212	524	-	450	499	601
	60%	55%ab	50%	62%lab	68%abc	67%abc	69%abc	65%ab	69%abc	61%	59%	78%lmmp	8%	67%l	62%l	80%lmmp	71%ln	75%l	-	70%rt	56%r	87%qrst	69%wy	-	62%lwy	46%w	76%wxy
Mean	3.15	3.42delgh	3.72acdelgh	3.09defh	2.64	2.64	2.44	2.78	2.63	3.06	3.22	1.77	7.00kmnop	2.53ko	2.78kop	1.48	2.39ko	1.89u	9.62qstu	2.18u	3.18qsu	1.11	2.34z	8.21vvyz	2.88vz	3.98vz	1.97
Standard deviation	3.21	3.24	3.30	3.13	3.09	3.14	3.19	3.10	3.03	3.19	3.24	2.48	2.41	2.56	2.57	2.32	2.74	2.87	0.49	2.69	3.03	2.28	2.86	1.13	2.95	3.10	2.87
Standard error	0.05	0.06	0.09	0.10	0.09	0.12	0.20	0.16	0.12	0.07	0.07	0.07	0.09	0.14	0.11	0.14	0.12	0.17	0.03	0.20	0.12	0.14	0.10	0.04	0.11	0.09	0.10

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

**Table 8**  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Labour Party**  
**Base: All respondents**

	Gender			Age							Age II							Gender + Age							Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	18-34	35-54	55+	Male	Male	Male	Male	Female	Female	Female	Female	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET-England		
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516		
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525		
10 - I will definitely vote for the party	148	86	61	23	27	21	22	23	32	16	14	50	43	55	15	32	29	25	8	18	14	29	53	43	24	28	16	12	18	9	10	10	6	7	30	21	8	125		
	4%	4%b	3%	5%	4%	3%	3%	4%	3%	3%	4%	4%	3%	3%	7%	6%qstu	4%t	3%	4%	3%	2%	4%	5%xy	3%	3%	3%	4%G	7%	7%CDJL	4%	3%	3%	3%	2%	6%	6%CGJL	4%	2%	4%	
9	123	66	57	24	22	19	20	16	22	12	10	46	39	39	13	24	21	21	10	21	18	17	40	44	13	27	7	3	16	7	15	10	8	9	29	10	9	108		
	3%	3%	3%	5%	3%ghj	3%	3%	3%	2%	2%	2%	4%lm	3%	2%	6%qu	5%u	3%	3%	5%	4%	3%	2%	4%x	4%x	2%	3%	2%	2%	3%	2%	4%l	3%	4%l	2%	5%zCGJL	2%	2%	3%l	3%l	
8	225	125	99	30	56	43	36	30	30	19	11	86	79	60	17	38	51	36	14	48	28	24	68	61	53	44	14	2	27	21	18	24	9	21	42	31	15	202		
	6%	6%b	5%	7%hij	8%ghij	7%hij	5%hij	5%	3%	4%	2%	8%lm	6%lm	4%	8%qu	7%tu	8%qu	5%	6%	8%	4%	3%	7%	5%	6%	4%	4%	1%	1%	6%A	6%A	5%	5%	5%A	8%zAJ	5%A	8%zAJ	5%A	4%	6%A
7	260	127	133	30	70	55	49	27	30	18	12	100	104	57	15	47	51	29	15	53	52	28	85	85	38	53	25	11	38	23	25	12	12	19	37	38	20	223		
	6%	6%	6%	7%hij	10%ghij	8%ghij	7%ghij	4%	3%	3%	3%	9%lm	8%lm	4%	7%u	9%qu	8%qu	4%	7%	9%	8%	3%	8%xy	7%xy	4%	5%	7%	7%	8%EG	7%	7%	4%	6%	5%	7%	7%	5%	6%		
6	276	127	148	46	72	54	43	29	31	18	13	118	97	60	17	47	47	33	29	71	50	27	111	78	44	43	40	10	36	16	15	16	18	20	44	32	28	217		
	7%	7%	7%	11%ghij	10%ghij	8%ghij	6%hij	4%	3%	4%	3%	10%lm	7%lm	4%	8%qu	9%qu	7%qu	4%	13%pqtu	12%pqtu	7%qu	3%	11%wxy	6%	5%	4%	11%ACDEG	6%	8%D	5%	4%	5%	9%CD	5%	8%D	6%	8%	6%		
5	412	214	197	78	92	68	65	41	68	36	32	170	133	109	43	87	74	54	35	82	59	55	130	119	83	81	46	15	39	34	35	30	21	28	71	58	34	344		
	10%	11%	9%	18%cdetg	13%fghi	10%ghij	10%ghij	6%	7%	7%	7%	15%lm	10%lm	7%	20%pqstu	17%pqtu	11%qu	7%	18%qu	14%qu	9%	7%	13%wy	10%	10%	8%	13%BGL	9%	9%	10%	10%	10%	11%	7%	13%BGL	10%	9%	10%		
4	208	109	96	28	38	34	33	34	40	22	19	66	67	74	11	35	36	38	15	29	31	37	60	68	33	46	24	9	22	13	20	14	11	21	30	24	19	172		
	5%	6%	5%	7%	5%	5%	5%	4%	4%	4%	6%	5%	5%	5%	5%	7%	5%	5%	7%	5%	4%	6%	6%	4%	5%	7%	6%	5%	4%	5%	5%	6%	5%	6%	5%	6%	4%	5%		
3	216	103	112	23	46	38	33	32	43	20	13	70	71	75	12	30	36	37	12	40	35	36	57	65	35	49	28	11	26	19	16	11	9	21	25	28	23	180		
	5%	5%	5%	5%	7%ij	6%ij	5%	5%	5%j	6%hij	3%	6%	5%	5%	5%	6%	6%	5%	5%	5%	4%	6%	5%	4%	6%	5%	8%DEL	6%	6%	6%	4%	4%	5%	5%	5%	5%	6%	5%		
2	236	128	107	26	40	37	40	46	48	26	23	66	77	94	19	41	38	50	8	24	39	44	67	70	49	50	17	6	27	18	23	21	13	29	31	33	17	206		
	6%	7%	5%	6%	6%	6%	6%	7%	5%	5%	6%	6%	6%	6%	6%	9%rs	8%rs	6%	3%	4%	6%	5%	7%	6%	6%	5%	4%	6%	5%	7%H	8%FH	6%	3%	5%	4%	5%	6%			
1	219	105	112	10	29	37	41	37	66	32	34	39	37	103	5	19	48	48	5	17	40	55	49	68	43	60	16	9	23	25	28	18	6	21	22	29	22	197		
	5%	5%	5%	2%	4%	6%c	6%c	6%c	7%cd	6%cd	8%cd	3%	6%k	6%k	2%	4%	6%rs	6%rs	2%	3%	6%rs	7%unors	5%	5%	5%	6%	4%	6%	5%	7%H	8%FH	6%	3%	5%	4%	5%	6%			
0 - No chance I'll vote for the party	1515	703	808	63	129	209	269	315	531	276	255	192	478	846	32	91	214	399	31	99	263	446	255	458	378	424	104	69	168	134	141	122	68	176	140	243	150	1343		
	37%	36%	38%	14%	19%	32%cd	40%cd	49%cd	56%cd	54%cd	58%cd	17%	38%kl	53%kl	15%	17%	33%noprs	51%noprs	14%	17%	38%noprs	54%noprs	29%	37%sv	45%vw	44%vw	30%	41%zH	36%zH	39%zH	38%zH	40%zH	39%zH	45%zBFH	29%	42%zHL	41%zH	38%zH		
Don't know	234	60	174	52	77	48	28	17	13	8	4	128	76	30	13	33	20	8	38	96	56	22	49	80	52	53	14	9	21	23	22	18	12	21	44	30	19	207		
	6%	3%	8%a	12%efgh	11%efghi	7%ghij	4%hij	3%	1%	2%	1%	11%lm	6%lm	2%	6%qu	6%qu	3%qu	1%	17%nopq	16%nopq	8%ppu	3%qu	5%	6%	6%	5%	4%	5%	5%	7%	6%	6%	5%	8%zBL	5%	5%	6%			

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing





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Absolutes/col percents

Table 9  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Labour Party**  
**Base: All respondents**

	Housing tenure								Education			Q5 Past Vote (2024)					Q1 Future Vote: SUM: Very Likely (9-10)					Q1 Future Vote: SUM: Likely (7-10)					
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790
10 - I will definitely vote for the party	148	90	54	36	54	29	8	21	25	87	54	142	1	1	-	2	148	4	3	3	3	148	16	28	12	27	
9	123	74	37	37	46	21	5	15	25	86	33	96	1	9	2	11	123	3	12	10	11	123	18	45	21	50	
8	225	131	65	66	88	45	17	28	43	136	82	158	12	23	4	5	19	2	13	2	13	225	35	93	23	83	
7	260	144	57	87	111	49	20	30	62	166	79	141	19	35	5	9	28	6	22	8	20	260	35	98	39	98	
6	276	174	64	110	98	43	12	31	55	193	76	127	26	46	4	18	38	-	10	28	5	26	-	30	93	27	91
5	412	247	113	135	155	66	22	44	88	242	144	131	57	51	14	34	65	-	14	23	12	24	-	46	81	40	93
4	208	139	61	78	61	28	12	16	33	105	99	56	27	47	7	22	28	-	4	20	8	25	-	20	65	30	66
3	216	140	60	79	72	33	17	17	38	108	102	55	33	35	15	19	31	-	3	11	13	20	-	22	46	29	56
2	236	156	74	82	75	34	17	18	41	117	117	55	49	41	23	22	29	-	15	13	25	20	-	56	37	64	44
1	219	156	94	62	60	39	16	23	21	90	123	27	67	26	27	31	-	10	10	21	16	-	49	32	65	32	
0 - No chance I'll vote for the party	1515	1011	626	386	473	276	118	158	197	506	991	124	512	94	375	70	224	-	179	40	495	63	-	413	109	739	145
Don't know	234	107	32	75	119	44	17	27	74	106	116	30	6	10	7	1	109	-	1	5	1	-	5	3	8	4	
SUM: 9-10 Very Likely	271	164	91	73	100	50	13	37	50	173	87	240	2	10	2	2	12	271	7	15	13	15	271	34	73	33	78

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

Prepared by Yonder



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 9  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Labour Party**  
**Base: All respondents**

	Housing tenure						Education				Q5 Past Vote (2024)					Q1 Future Vote: SUM: Very Likely (9-10)					Q1 Future Vote: SUM: Likely (7-10)						
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/ Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790
SUM: 7-10 Likely	756	440	214	227	300	144	50	94	156	476	248	539	32	68	11	16	60	271	18	50	23	48	756	104	264	94	259
	19%	17%	16%	18%	21%ab	20%b	18%	22%ab	22%ab	24%	12%	47%lmnop	4%	16%inop	2%	7%un	10%in	100%rstu	7%	26%rt	4%	20%rt	100%wxyz	14%y	36%wy	9%	33%wy
SUM: 4-10 Consider	1651	1001	451	548	613	281	97	185	332	1015	567	853	142	212	36	89	190	231	46	120	49	123	756	200	503	191	509
	41%	39%b	34%	45%abf	43%abef	40%bf	34%	43%ubef	47%abdef	52%j	28%	75%lmnop	18%n	51%nop	8%	40%uhp	31%in	100%rstu	18%t	62%rtu	8%	51%rt	100%wxyz	27%y	69%wyz	17%	64%wy
SUM: 0-6 + DK Not likely	3315	2130	1124	1007	1112	564	232	332	548	1467	1767	605	776	349	471	208	554	-	237	143	586	195	-	641	465	1002	531
	81%	83%dgh	84%degh	82%	79%	80%	82%	78%	78%	76%	88%j	53%	96%kmp	84%k	98%kmop	93%km	90%km	-	93%qsu	74%q	96%qsu	80%q	-	86%vwx	64%v	91%vwxyz	67%v
SUM: 0-3 Unlikely	2420	1570	886	684	798	427	185	242	371	927	1448	291	667	206	446	134	424	-	209	72	560	120	-	545	227	904	281
	59%	61%cdh	66%acdegh	55%	57%h	60%dgh	66%cddegh	57%	53%	48%	72%kl	25%	82%kmp	49%k	92%klmop	60%kum	69%kmo	-	82%qsu	38%q	92%qrsu	49%qs	-	73%vwz	31%v	83%vwxyz	36%wx
Mean	3.15	2.99b	2.61	3.41abf	3.46abef	3.15bf	2.78	3.40abef	3.78abcdef	3.99j	2.25	5.83lmnop	1.31n	3.56inop	0.68	2.72ln	2.59ln	9.54rstu	1.37t	4.25rtu	0.71	3.61tu	8.21wxyz	2.11y	4.93wyz	1.40	4.63wy
Standard deviation	3.25	3.20	3.22	3.14	3.31	3.35	3.18	3.43	3.24	3.26	2.99	3.11	2.18	2.74	1.65	2.49	2.86	0.50	2.57	2.99	1.91	2.98	1.12	3.02	3.01	2.56	3.08
Standard error	0.05	0.06	0.08	0.10	0.09	0.13	0.20	0.17	0.13	0.08	0.07	0.09	0.09	0.15	0.07	0.15	0.13	0.03	0.18	0.22	0.08	0.18	0.04	0.12	0.11	0.08	0.11

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - ij - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 10  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
 - Liberal Democrats  
 Base: All respondents

	Gender			Age							Age II							Gender + Age				Social Grade				Region														
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scot-land (z)	North East (A)	North West (B)	York-shire & Humber (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	NET-England (K)		
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	480	541	578	380	3516
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	478	364	3525		
10 - I will definitely vote for the party	72	38	35	4	6	16	12	10	23	9	14	10	29	34	2	6	13	19	1	4	16	15	24	18	9	21	4	-	6	6	2	6	3	10	8	17	10	66		
9	120	62	58	11	18	23	20	11	37	17	19	30	43	47	5	17	24	22	6	13	20	25	35	40	24	21	10	4	7	5	4	8	4	12	23	25	18	107		
8	214	102	111	36	44	36	26	29	44	23	20	80	62	72	17	33	33	36	19	47	28	36	78	60	35	41	20	4	21	17	14	13	12	13	37	27	35	181		
7	323	172	150	44	53	60	34	47	19	28	128	114	81	28	74	65	34	16	53	49	47	103	97	55	69	37	5	39	22	25	25	9	30	53	49	29	277			
6	318	151	165	38	58	72	48	40	61	37	23	97	120	101	18	39	66	46	20	57	54	55	112	102	48	56	28	13	29	22	29	21	15	35	52	44	29	275		
5	532	245	285	76	107	86	89	74	102	57	45	182	175	176	37	80	92	73	39	101	83	101	143	166	112	111	50	20	49	47	51	31	56	80	74	43	451			
4	258	130	127	25	53	36	48	51	46	28	18	78	84	96	15	42	39	49	10	35	45	47	80	82	51	44	29	9	38	22	24	10	25	38	23	17	219			
3	316	148	166	49	58	36	64	49	60	36	24	107	100	109	27	50	53	45	20	55	47	63	90	87	73	65	30	17	36	18	30	16	18	27	53	39	31	267		
2	315	161	153	24	55	43	60	47	84	45	39	80	104	131	9	36	62	62	16	43	41	68	71	97	67	79	23	17	44	21	35	26	17	28	23	60	20	275		
1	231	111	120	11	28	41	31	40	81	40	42	39	71	121	7	16	32	63	3	22	40	59	46	75	53	58	22	7	30	22	24	20	11	15	30	30	20	198		
0 - No chance I'll vote for the party	1112	558	551	61	105	158	187	246	355	194	161	166	344	601	30	89	152	318	31	76	191	283	187	325	267	333	81	63	130	116	109	93	54	122	95	157	92	976		
Don't know	261	76	184	55	80	62	33	15	16	6	10	135	95	31	18	42	25	10	37	93	71	21	52	90	49	69	16	11	31	25	20	20	12	20	54	33	18	233		

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 10  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
 - Liberal Democrats  
 Base: All respondents

	Gender		Age										Age II										Gender + Age										Social Grade										Region									
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 19-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 19-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humberside (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	NET-England (L)														
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525														
SUM: 9-10 Very Likely	192	100	92	15	24	39	33	21	60	27	33	39	72	81	7	23	37	41	8	17	35	40	59	58	33	43	13	4	14	11	7	14	7	22	31	42	28	172														
	5%	5%	4%	3%	3%	6% <sup>d</sup>	5%	3%	6% <sup>c</sup>	5%	7% <sup>d</sup>	3%	5% <sup>k</sup>	5%	4%	4%	6% <sup>s</sup>	5% <sup>s</sup>	3%	3%	5% <sup>s</sup>	5%	6%	5%	4%	4%	4%	2%	3%	3%	2%	5% <sup>D</sup>	3%	6% <sup>D</sup>	6% <sup>D</sup>	7% <sup>z</sup>	8% <sup>z</sup>	8% <sup>z</sup>	5% <sup>BD</sup>													
SUM: 7-10 Likely	729	375	353	85	152	128	119	84	151	69	82	247	247	235	52	129	135	111	43	117	113	124	240	215	122	152	71	12	74	50	46	53	28	66	120	117	82	630														
	18%	19%	17%	22% <sup>ghi</sup>	22% <sup>ghi</sup>	19% <sup>gl</sup>	18% <sup>g</sup>	13%	16% <sup>l</sup>	14%	18% <sup>ghi</sup>	22% <sup>lm</sup>	18% <sup>m</sup>	15%	25% <sup>qtu</sup>	25% <sup>qtu</sup>	21% <sup>qu</sup>	14%	19%	19% <sup>qu</sup>	16%	15%	24% <sup>swy</sup>	17%	14%	16%	20% <sup>AD</sup>	7%	16% <sup>A</sup>	15% <sup>A</sup>	12%	17% <sup>A</sup>	14% <sup>A</sup>	17% <sup>A</sup>	22% <sup>ABCD</sup>	20% <sup>ACD</sup>	25% <sup>ABCD</sup>	18% <sup>AD</sup>														
SUM: 4-10 Consider	1838	901	931	234	370	322	304	249	359	191	168	604	626	608	122	290	330	280	112	309	295	327	576	564	334	363	178	53	189	140	149	130	84	183	290	259	182	1576														
	45%	46%	44%	54% <sup>ghij</sup>	53% <sup>ghij</sup>	49% <sup>ghij</sup>	45% <sup>ghij</sup>	38%	38%	37%	53% <sup>km</sup>	47% <sup>m</sup>	38%	58% <sup>qtu</sup>	56% <sup>qtu</sup>	51% <sup>qtu</sup>	36%	51% <sup>qu</sup>	52% <sup>qtu</sup>	43% <sup>q</sup>	40%	56% <sup>wxy</sup>	46% <sup>xy</sup>	40%	38%	51% <sup>ABCD</sup>	32%	41% <sup>A</sup>	41%	41%	42% <sup>A</sup>	43% <sup>A</sup>	46% <sup>A</sup>	53% <sup>ABCD</sup>	45% <sup>A</sup>	53% <sup>ABCD</sup>	45% <sup>A</sup>															
SUM: 0-6 + DK Not likely	3342	1580	1751	338	544	534	560	562	804	443	361	883	1093	1366	159	394	519	667	177	482	572	697	782	1024	721	815	279	155	387	293	322	253	168	328	424	461	272	2894														
	82%	81%	83%	78%	78%	81%	82%	87% <sup>cdef</sup>	84% <sup>cdj</sup>	86% <sup>cdeh</sup>	82%	78%	82% <sup>sk</sup>	85% <sup>kl</sup>	75%	75%	79%	86% <sup>nops</sup>	81%	81%	84% <sup>no</sup>	85% <sup>nops</sup>	76%	83% <sup>w</sup>	86% <sup>w</sup>	84% <sup>v</sup>	80%	93% <sup>zBCE</sup>	84% <sup>HJ</sup>	85% <sup>HJ</sup>	88% <sup>zHJ</sup>	83% <sup>J</sup>	86% <sup>HJ</sup>	83% <sup>J</sup>	78%	80%	75%	82% <sup>HJ</sup>														
SUM: 0-3 Unlikely	2234	1054	1174	199	327	340	375	397	596	321	275	526	715	993	90	233	323	498	108	290	390	494	446	674	510	604	172	114	272	202	218	176	113	211	255	319	182	1949														
	55%	54%	56%	46%	47%	51%	55% <sup>cd</sup>	62% <sup>cdef</sup>	62% <sup>cdef</sup>	63% <sup>cdef</sup>	62% <sup>cdef</sup>	47%	53% <sup>k</sup>	62% <sup>kl</sup>	42%	44%	49%	64% <sup>nopr</sup>	49%	48%	57% <sup>nops</sup>	60% <sup>nopr</sup>	44%	54% <sup>v</sup>	60% <sup>sw</sup>	62% <sup>sw</sup>	49%	68% <sup>zBEF</sup>	59% <sup>zHJ</sup>	59% <sup>zHJ</sup>	59% <sup>zHJ</sup>	56% <sup>zH</sup>	57% <sup>H</sup>	54% <sup>H</sup>	47%	55% <sup>H</sup>	50%	55% <sup>zHJ</sup>														
Mean	3.46	3.46	3.46	4.35 <sup>efg</sup>	4.17 <sup>efg</sup>	3.78 <sup>ghj</sup>	3.42 <sup>ghi</sup>	2.79	2.90	2.82	3.00	4.24 <sup>lm</sup>	3.59 <sup>m</sup>	2.86	4.40 <sup>pqt</sup>	4.22 <sup>pqt</sup>	3.79 <sup>qtu</sup>	2.71	4.31 <sup>qtu</sup>	4.27 <sup>pqt</sup>	3.40 <sup>qu</sup>	3.01	4.20 <sup>wy</sup>	3.48 <sup>xy</sup>	3.06	3.00	3.71 <sup>ABC</sup>	2.53	3.18 <sup>A</sup>	3.04	3.05	3.22 <sup>A</sup>	3.30 <sup>A</sup>	3.41 <sup>A</sup>	4.17 <sup>ZAB</sup>	3.57 <sup>ACD</sup>	3.94 <sup>ABC</sup>	3.44 <sup>ABCD</sup>														
Standard deviation	2.99	3.02	2.97	2.71	2.75	3.07	2.93	2.89	3.08	2.99	3.18	2.74	3.01	3.01	2.70	2.81	2.96	3.03	2.74	2.68	3.04	2.98	2.92	2.97	2.89	3.03	2.89	2.64	2.87	2.98	2.75	3.02	2.90	3.04	2.90	3.12	3.21	3.01														
Standard error	0.05	0.07	0.07	0.15	0.12	0.12	0.12	0.11	0.10	0.13	0.15	0.09	0.08	0.07	0.21	0.13	0.12	0.11	0.22	0.12	0.12	0.10	0.09	0.09	0.11	0.10	0.16	0.21	0.13	0.16	0.15	0.17	0.21	0.15	0.14	0.14	0.17	0.05														

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 11  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Liberal Democrats**  
**Base: All respondents**

	Housing tenure										Education			Q5 Past Vote (2024)					Q1 Future Vote: SUM: Very Likely (9-10)					Q1 Future Vote: SUM: Likely (7-10)				
	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)		
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822	
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790	
10 - I will definitely vote for the party	72	51	32	19	20	11	4	7	10	43	28	6	1	60	1	5	7	2	72	2	1	12	3	72	5	17		
9	120	88	57	30	33	11	4	8	21	81	38	30	2	77	1	8	8	4	120	5	12	37	17	120	14	36		
8	214	147	84	63	64	27	9	18	37	139	69	73	11	90	4	12	17	25	6	8	19	85	38	214	29	98		
7	323	200	83	117	120	65	20	45	56	189	117	130	37	70	12	22	23	33	7	19	31	129	68	323	72	147		
6	318	206	89	118	103	45	19	26	58	192	120	142	42	45	13	16	37	33	18	11	23	95	51	318	39	97		
5	532	305	154	151	212	82	32	51	129	276	228	170	108	38	25	29	89	33	30	34	35	111	99	532	79	112		
4	258	179	85	93	69	41	17	24	28	129	122	80	53	11	19	21	35	14	13	19	15	54	50	258	43	45		
3	316	209	93	116	97	47	20	27	50	161	147	112	80	7	30	28	30	23	23	35	26	57	59	316	94	60		
2	315	203	111	92	107	51	15	36	56	142	167	93	90	6	44	27	34	22	21	43	20	43	63	315	113	51		
1	231	145	92	54	81	39	20	20	42	95	131	70	32	3	33	13	35	16	17	36	10	28	47	231	77	24		
0 - No chance I'll vote for the party	1112	714	418	296	375	239	107	132	136	378	716	194	616	3	290	184	53	115	392	46	89	243	517	92	1112	92		
Don't know	261	124	40	85	130	50	16	34	81	116	132	45	6	9	4	116	4	1	6	5	13	5	13	261	13	12		
SUM: 9-10 Very Likely	192	138	89	49	53	22	7	15	31	124	66	36	3	136	1	13	15	4	192	6	13	50	21	192	19	53		

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 11  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Liberal Democrats**  
**Base: All respondents**

	Housing tenure							Education			Q5 Past Vote (2024)					Q1 Future Vote: SUM: Very Likely (9-10)					Q1 Future Vote: SUM: Likely (7-10)						
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790
SUM: 7-10 Likely	729	485	256	229	238	114	37	77	124	453	252	238	51	297	18	34	53	73	17	192	33	63	264	127	729	121	298
	18%	19% <i>d</i>	19% <i>d</i>	19% <i>d</i>	17%	16%	13%	18%	18%	23% <i>j</i>	12%	21% <i>knp</i>	6%	71% <i>knop</i>	4%	15% <i>lnp</i>	9% <i>ln</i>	27% <i>rt</i>	7%	100% <i>qrtsu</i>	5%	26% <i>rt</i>	35% <i>wy</i>	17% <i>sy</i>	100% <i>wxyz</i>	11%	38% <i>wy</i>
SUM: 4-10 Consider	1838	1175	584	591	621	282	104	178	339	1050	722	630	254	391	75	100	215	152	78	182	96	136	525	326	729	281	552
	45%	46% <i>bef</i>	44% <i>f</i>	48% <i>befg</i>	44% <i>ef</i>	40%	37%	42%	48% <i>defg</i>	54% <i>j</i>	36%	55% <i>lnop</i>	31% <i>n</i>	94% <i>knop</i>	16%	45% <i>lnp</i>	35% <i>ln</i>	56% <i>st</i>	31% <i>t</i>	100% <i>qrtsu</i>	16%	69% <i>swy</i>	44% <i>sy</i>	100% <i>wxyz</i>	28%	70% <i>wy</i>	
SUM: 0-6 + DK Not likely	3342	2086	1081	1005	1174	594	245	349	590	1490	1764	907	757	121	464	189	561	198	238	-	577	179	492	618	-	975	493
	82%	81%	81%	81%	83%	84%	87% <i>abc</i>	82%	82%	77%	88% <i>k</i>	79% <i>m</i>	94% <i>kmo</i>	29%	96% <i>kmop</i>	85% <i>m</i>	91% <i>km</i>	73% <i>s</i>	93% <i>qsu</i>	-	95% <i>qsu</i>	74% <i>s</i>	65% <i>x</i>	83% <i>vwz</i>	-	89% <i>vwxyz</i>	62% <i>x</i>
SUM: 0-3 Unlikely	2234	1395	753	642	790	426	177	248	364	893	1293	514	554	27	407	124	399	119	177	-	513	107	231	419	-	814	238
	55%	54%	56% <i>ac</i>	52%	56% <i>h</i>	60% <i>acdh</i>	63% <i>abodh</i>	58% <i>ch</i>	52%	46%	64% <i>k</i>	45% <i>m</i>	69% <i>kmo</i>	6%	84% <i>klmop</i>	55% <i>km</i>	65% <i>km</i>	44% <i>s</i>	69% <i>qsu</i>	-	84% <i>qrtsu</i>	44% <i>s</i>	31% <i>x</i>	56% <i>vwz</i>	-	74% <i>vwxyz</i>	30% <i>x</i>
Mean	3.46	3.49 <i>bef</i>	3.33 <i>f</i>	3.66 <i>abefg</i>	3.43 <i>ef</i>	3.05	2.76	3.25 <i>e</i>	3.83 <i>abdefg</i>	4.11 <i>j</i>	2.79	4.03 <i>lnop</i>	2.32 <i>n</i>	7.43 <i>klmop</i>	1.32	3.32 <i>lnp</i>	2.86 <i>ln</i>	4.18 <i>rt</i>	2.25 <i>t</i>	9.38 <i>qrtsu</i>	1.31	4.15 <i>rt</i>	4.95 <i>wy</i>	3.14 <i>y</i>	7.92 <i>wxyz</i>	2.13	5.05 <i>wy</i>
Standard deviation	2.99	3.03	3.12	2.90	2.95	2.97	3.00	2.87	2.87	2.74	2.41	2.01	2.09	2.59	2.79	3.00	2.58	0.49	2.22	2.89	2.76	2.89	2.76	2.89	1.00	2.65	2.77
Standard error	0.05	0.06	0.08	0.09	0.08	0.12	0.18	0.15	0.12	0.07	0.07	0.08	0.09	0.11	0.09	0.16	0.12	0.17	0.18	0.04	0.09	0.18	0.10	0.11	0.04	0.08	0.10

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

**Table 12**  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Green Party**  
**Base: All respondents**

	Gender			Age										Gender + Age										Social Grade				Region												
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	18-34	35-54	55+	Male	Male	Male	Male	Female	Female	Female	Female	AB	C1	C2	DE	Scot-	North	North	York-	West	East	East	Wales	East-	London	South	South	NET-	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	(AK)	(AL)		
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516		
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525		
10 - I will definitely vote for the party	115	39	72	26	40	16	13	12	8	7	1	66	29	20	11	21	12	7	13	42	17	13	36	35	19	26	14	1	9	7	9	9	4	15	23	14	11	98		
	3%	2%	3%	6%	6%	2%	2%	2%	1%	1%	0%	6%	2%	1%	3%	4%	2%	1%	3%	11%	4%	3%	9%	8%	5%	6%	4%	1%	2%	2%	2%	3%	2%	4%	4%	4%	3%	3%		
9	127	56	70	23	34	24	23	12	12	8	4	56	47	24	9	24	20	12	14	31	27	12	38	43	17	29	9	8	19	11	7	5	9	13	24	11	11	109		
	3%	3%	3%	5%	5%	4%	3%	2%	1%	2%	1%	5%	4%	2%	4%	5%	3%	2%	6%	11%	5%	4%	10%	11%	6%	7%	3%	5%	4%	3%	2%	3%	3%	5%	3%	4%	2%	3%		
8	255	119	136	35	76	47	34	37	26	14	13	111	81	63	17	44	47	27	19	66	34	37	81	80	37	56	15	6	27	17	26	14	27	37	35	24	226			
	6%	6%	6%	8%	11%	7%	5%	6%	3%	3%	3%	10%	6%	4%	8%	8%	7%	3%	8%	11%	5%	4%	8%	6%	4%	6%	4%	3%	6%	2%	5%	9%	7%	7%	7%	6%	7%	6%		
7	292	142	149	38	81	57	48	31	37	21	15	119	106	68	18	52	57	33	20	65	49	35	90	87	58	58	25	6	34	18	24	23	14	36	53	41	20	254		
	7%	7%	7%	9%	12%	9%	5%	4%	4%	3%	3%	11%	8%	4%	9%	10%	9%	4%	9%	11%	7%	4%	9%	7%	7%	6%	7%	3%	7%	5%	6%	8%	7%	9%	10%	7%	5%	7%		
6	274	130	144	40	42	67	43	38	43	24	19	82	110	61	19	38	55	37	21	44	56	45	90	86	50	48	27	8	32	14	22	15	14	23	53	38	27	233		
	7%	7%	7%	9%	6%	10%	6%	5%	4%	5%	4%	7%	9%	5%	9%	7%	8%	5%	10%	7%	8%	5%	9%	7%	6%	5%	8%	5%	7%	4%	6%	5%	7%	6%	10%	7%	7%	7%		
5	520	249	270	94	106	82	86	61	90	47	43	200	169	151	54	106	83	61	40	93	86	90	132	134	124	130	40	19	61	42	47	43	24	45	83	67	49	456		
	13%	13%	13%	22%	15%	12%	13%	9%	9%	10%	10%	18%	13%	9%	25%	20%	13%	8%	18%	16%	13%	11%	13%	11%	15%	13%	12%	12%	13%	12%	13%	14%	12%	15%	12%	14%	13%			
4	208	82	126	22	43	31	33	31	47	27	20	65	64	79	6	20	25	37	16	45	39	42	57	63	44	44	24	10	16	13	31	10	11	18	22	34	20	173		
	5%	4%	6%	5%	6%	5%	5%	5%	5%	5%	5%	6%	5%	5%	3%	4%	4%	5%	7%	8%	6%	5%	6%	5%	5%	5%	6%	3%	4%	3%	4%	5%	5%	5%	5%	4%	5%			
3	282	131	150	28	41	49	47	53	63	39	25	69	97	116	15	35	46	50	13	33	51	66	82	93	50	57	31	11	29	22	23	18	10	24	38	51	25	241		
	7%	7%	7%	7%	6%	7%	7%	8%	7%	8%	6%	8%	7%	7%	3%	7%	6%	6%	6%	6%	7%	8%	8%	7%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	7%	9%	7%		
2	265	133	132	18	39	41	44	41	82	42	41	57	85	123	12	38	48	47	6	19	37	76	68	84	45	67	27	10	40	18	26	14	14	25	20	46	24	223		
	7%	7%	6%	4%	6%	6%	6%	6%	9%	8%	9%	6%	8%	6%	6%	7%	7%	6%	3%	3%	5%	9%	7%	7%	5%	7%	8%	6%	9%	5%	7%	5%	7%	6%	4%	8%	7%	6%		
1	237	139	97	11	16	38	38	39	95	52	44	27	76	134	10	22	46	71	1	5	30	62	58	69	52	58	14	11	32	23	20	19	14	30	22	32	22	209		
	6%	7%	5%	3%	2%	6%	6%	6%	10%	10%	10%	6%	8%	5%	5%	4%	7%	1%	1%	4%	8%	6%	6%	6%	6%	6%	6%	4%	6%	7%	5%	6%	7%	8%	4%	4%	5%	6%		
0 - No chance I'll vote for the party	1239	665	572	44	102	156	231	275	432	222	210	146	387	707	25	86	191	388	19	60	194	319	237	379	286	328	107	64	136	124	119	108	57	117	178	113	1076			
	30%	34%	27%	10%	15%	24%	34%	43%	45%	43%	47%	13%	29%	44%	12%	16%	29%	50%	9%	10%	28%	29%	23%	31%	35%	30%	39%	39%	36%	32%	35%	29%	30%	22%	17%	31%	31%			

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 12  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Green Party**  
**Base: All respondents**

	Gender		Age										Age II										Gender + Age										Social Grade										Region									
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scot-land (z)	North East (A)	North West (B)	York-shire & Humber-side (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	NET: England (L)														
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525														
Don't know	256	69	187	53	78	54	37	17	17	9	9	130	91	35	16	37	25	8	37	94	66	26	53	85	52	66	18	13	27	23	23	17	11	22	52	33	18	227														
	6%	4%	9%	12%efgh	11%efghij	8%ghij	5%ghij	3%	2%	2%	2%	12%lm	7%lm	2%	8%pq	7%pq	4%q	1%	17%nopq	16%nopq	10%ppq	3%q	5%	7%	6%	7%	5%	8%	6%	7%	6%	5%	6%	5%	10%zBEGI	6%	5%	6%														
SUM: 9-10 Very Likely	243	95	142	49	74	40	36	24	21	15	5	123	76	44	20	45	31	19	27	74	44	25	74	78	37	54	23	10	27	18	14	13	28	47	25	22	207															
	6%	5%	7%	11%efgh	11%efghij	6%hij	5%hij	4%j	2%j	3%	1%	11%km	6%km	3%	9%pq	9%pq	5%q	2%	12%pqtu	12%pqtu	6%qu	3%	7%x	6%	4%	6%	7%	6%	5%	6%	4%	4%	7%	9%DEIL	4%	6%	6%															
SUM: 7-10 Likely	790	356	427	122	230	144	119	92	84	50	34	352	263	176	55	142	136	79	66	205	126	96	246	245	132	168	63	21	89	63	57	63	41	90	137	101	66	687														
	19%	18%	20%	28%efgh	33%efghij	22%ghij	17%hij	14%hij	9%	10%	8%	31%lm	20%lm	11%	26%qu	27%pqtu	21%qu	10%	30%pqtu	34%nopq	18%qu	12%	24%wxy	20%x	16%	17%	18%	13%	19%	18%	15%	21%A	21%A	23%ADI	17%	18%	19%AD															
SUM: 4-10 Consider	1792	817	967	279	421	324	281	222	254	149	116	700	606	486	134	305	298	213	144	387	307	272	525	529	349	390	154	59	198	132	156	130	89	176	295	241	162	1549														
	44%	42%	46%a	64%efgh	60%efghij	49%fghi	41%ghij	34%hij	28%	29%	26%	62%lm	45%lm	30%	63%pqtu	58%pqtu	46%qu	27%	65%opqt	65%opqt	45%qu	33%q	51%wxy	43%	41%	40%	44%	35%	43%	38%	42%	43%	45%	45%A	54%zABC	42%	45%	44%AC														
SUM: 0-6 + DK Not likely	3281	1598	1677	311	467	518	560	554	871	482	409	778	1078	1425	157	381	518	699	154	394	558	725	777	993	712	799	288	146	372	280	311	243	156	304	407	477	298	2838														
	81%	82%	80%	72%	67%	79%cd	83%cd	86%cd	91%cd	90%cd	82%cd	69%	80%k	89%kl	74%ks	73%ks	79%krs	90%nopr	70%	86%	82%nos	88%nopr	76%	80%v	84%vw	83%v	82%HL	87%EF	87%EF	81%HL	82%HL	85%GHL	79%	79%	77%	75%	83%GH	82%HL	81%HL													
SUM: 0-3 Unlikely	2279	1138	1138	154	275	338	397	424	691	363	327	430	735	1114	78	218	356	564	76	211	378	549	498	710	494	577	196	108	263	211	212	176	107	218	249	338	202	1976														
	56%	58%b	54%	36%	40%	51%cd	59%cd	66%cd	72%cd	71%cd	74%cd	38%	55%k	70%kl	37%	42%ks	54%knors	73%nopr	35%	35%	55%nos	67%nopr	49%	57%v	59%v	60%v	56%HL	65%GHL	57%HL	62%HL	58%HL	57%HL	55%HL	55%HL	46%	58%HL	55%HL	56%HL														
Mean	3.43	3.18	3.65a	5.12efg	4.92efg	3.87fgh	3.18ghi	2.66hij	2.15	2.28	2.00	5.00lm	3.52m	2.35	4.79pqt	4.50pqt	3.48qu	2.09	5.42pqr	5.43nop	3.55qu	2.60q	3.97wxy	3.42x	3.08	3.16	3.41A	2.75	3.39A	3.07	3.14	3.27	3.50A	3.53A	4.29zABC	3.28	3.39A	3.42AC														
Standard deviation	3.14	3.09	3.16	2.86	3.10	3.10	3.09	3.00	2.65	2.73	2.54	3.01	3.11	2.80	2.87	3.02	3.10	2.74	2.79	2.92	3.12	2.84	3.13	3.17	3.04	3.13	3.11	3.00	3.11	3.19	2.99	3.22	3.17	3.25	3.17	3.03	3.14	3.15														
Standard error	0.05	0.07	0.07	0.16	0.13	0.12	0.12	0.12	0.08	0.12	0.12	0.10	0.09	0.07	0.22	0.14	0.12	0.10	0.22	0.14	0.13	0.10	0.10	0.09	0.11	0.10	0.17	0.24	0.14	0.17	0.16	0.18	0.23	0.17	0.15	0.13	0.17	0.05														

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
 ONLINE Fieldwork: 17th to 21st October 2025

Absolutes/col percents

Table 13  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
 - Green Party  
 Base: All respondents

	Housing tenure										Education			Q5 Past Vote (2024)					Q1 Future Vote: SUM: Very Likely (9-10)					Q1 Future Vote: SUM: Likely (7-10)				
	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)		
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822	
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790	
10 - I will definitely vote for the party	115	54	18	37	58	25	12	12	33	66	45	25	-	8	-	66	11	5	1	2	1	115	48%qrst	9	4	21	3	115
9	127	69	26	42	57	25	12	13	33	77	45	56	1	7	3	41	13	10	3	11	6	127	38	13	43	16	127	
8	255	148	59	89	104	40	12	28	63	162	86	117	15	34	5	43	25	30	10	21	11	52%qrot	5%wy	2%	6%wy	2%	6%wy	1%
7	292	170	71	99	117	48	19	29	69	180	103	118	25	45	10	30	35	34	10	19	21	-	123	46	127	62	292	
6	274	173	78	95	94	52	22	30	43	174	91	119	28	41	10	14	28	17	13	20	11	-	88	44	71	36	-	
5	520	315	162	153	190	95	35	60	95	259	224	166	69	78	33	12	86	44	21	41	33	-	122	75	123	84	-	
4	208	142	71	71	62	33	12	21	29	120	82	70	36	30	19	5	27	16	5	14	16	-	53	32	47	34	-	
3	282	190	89	102	84	51	23	28	33	139	140	106	62	31	27	3	30	19	18	13	25	-	55	55	39	69	-	
2	265	185	105	80	76	35	13	22	41	122	140	82	64	40	30	3	26	21	22	12	32	-	50	53	42	77	-	
1	237	171	109	62	59	32	12	20	27	97	136	49	87	23	37	1	24	16	19	6	38	-	30	66	23	74	-	
0 - No chance I'll vote for the party	1239	832	511	322	381	221	91	130	160	435	791	205	415	68	299	2	189	56	132	35	409	-	92	313	79	590	-	
Don't know	256	120	38	82	129	51	19	32	78	112	133	32	7	11	9	3	118	3	2	-	7	-	8	7	8	11	-	
SUM: 9-10 Very Likely	243	123	44	79	115	50	24	25	65	143	90	80	1	15	3	107	25	15	3	13	7	243	48	17	63	19	243	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 13  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Green Party**  
**Base: All respondents**

	Housing tenure							Education			Q5 Past Vote (2024)						Q1 Future Vote: SUM: Very Likely (9-10)						Q1 Future Vote: SUM: Likely (7-10)					
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/ Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)	
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790	
SUM: 7-10 Likely	790	441	174	267	336	138	56	83	197	485	279	315	41	95	18	181	84	78	24	53	39	243	259	99	298	121	790	
	19%	17%ab	13%	22%ab	24%abeg	20%b	19%b	23%abdefg	25%j	14%	28%lnp	5%	23%lnp	4%	81%klmnp	14%ln	29%rt	9%	27%rt	6%	100%qrst	34%wy	13%	41%vwy	11%	100%vwxy		
SUM: 4-10 Consider	1792	1071	485	586	682	318	124	194	364	1039	676	669	173	244	79	212	226	155	82	123	98	243	522	251	539	275	790	
	44%	42%b	36%	48%ab	48%abe	45%b	44%b	45%b	52%abdefg	53%j	34%	58%lnp	21%n	58%lnp	16%	95%klmnp	37%ln	57%st	24%t	66%qst	16%	100%qrst	66%wy	34%y	74%vwy	25%	100%vwxy	
SUM: 0-6 + DK Not likely	3281	2130	1163	967	1076	570	226	344	506	1458	1736	829	768	323	464	43	530	193	231	140	571	-	497	646	432	975	-	
	81%	83%cdh	87%acdefgh	78%h	76%h	80%dh	80%h	81%dh	72%	75%	86%l	72%o	95%kmop	77%o	96%kmop	19%	86%kmo	71%u	91%qsu	73%u	94%qsu	-	66%kz	87%vwx	59%z	89%vwx	-	
SUM: 0-3 Unlikely	2279	1499	852	647	729	390	158	233	339	905	1340	475	635	174	403	12	388	116	193	65	511	-	234	494	191	821	-	
	56%	58%cdh	64%acdefgh	52%	52%h	55%dh	56%h	55%	48%	47%	66%l	42%o	79%kmop	42%o	84%klmop	5%	63%kmo	43%u	76%qsu	34%u	84%qsu	-	31%kz	66%vwx	26%z	75%vwxyz	-	
Mean	3.43	3.20b	2.72	3.73ab	3.87abeg	3.51ab	3.51b	3.51b	4.26abdefg	4.09j	2.71	4.37lnp	1.69n	4.16lnp	1.30	8.01klmnp	3.13n	4.15rt	1.98t	4.50rt	1.27	9.48qrst	4.88wy	2.54y	5.25vwy	1.97	8.08vwxy	
Standard deviation	3.14	3.05	2.90	3.13	3.28	3.21	3.28	3.17	3.31	3.01	2.98	2.28	2.79	2.13	2.07	3.07	3.03	2.66	2.88	2.30	0.50	2.76	2.85	2.79	2.70	1.05		
Standard error	0.05	0.06	0.08	0.10	0.09	0.13	0.21	0.16	0.14	0.07	0.07	0.08	0.09	0.15	0.09	0.13	0.14	0.17	0.18	0.21	0.09	0.03	0.10	0.11	0.11	0.08	0.04	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 14  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Reform UK**  
**Base: All respondents**

	Gender		Age								Age II								Gender + Age								Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 19-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 19-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scot-land (z)	North East (A)	North West (B)	York-shire & Humber-side (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	NET: England (L)				
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516				
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525				
10 - I will definitely vote for the party	409	226	183	19	31	50	73	108	127	77	50	123	235	13	33	60	133	6	18	63	102	57	110	106	136	10	24	42	45	41	41	21	44	33	65	42	377					
	10%	12%b	9%	4%	4%	8%d	11%cd	17%cd	13%cd	15%cd	11%cd	4%	9%k	15%kl	6%	6%a	9%rs	17%noprs	3%	3%	9%rs	12%noprs	6%	9%sv	13%vww	14%vww	3%	14%zH	9%z	13%zH	11%zH	13%zH	11%zH	11%zH	6%z	11%zH	12%zH	11%zH				
9	201	125	76	10	24	28	37	26	75	38	37	34	65	101	9	28	43	54	1	6	22	48	48	64	43	46	9	7	27	27	20	9	7	23	26	33	13	185				
	5%	6%b	4%	2%	3%	4%	5%c	4%	8%cd	7%cd	8%cd	3%	5%k	6%k	4%rs	5%rs	7%rst	7%rst	1%	1%	3%rs	6%rst	5%	5%	5%	5%	3%	4%	2%	6%z	8%zEIL	5%	3%	4%	6%z	5%	6%z	4%	5%z			
8	252	130	121	21	35	39	45	52	60	31	29	56	84	112	15	37	40	53	6	19	44	58	51	77	69	54	21	12	28	28	20	23	8	22	31	38	19	223				
	6%	7%	6%	5%	5%	6%	7%	6%d	6%	6%	7%	5%	6%	7%k	7%sa	7%rs	6%sa	7%rs	3%	3%	6%sa	7%rs	5%	6%	8%vwy	6%	6%	6%	7%	8%	6%	6%	7%	4%	6%	5%	7%	6%	5%	6%		
7	234	125	108	29	38	38	33	35	62	31	31	67	71	97	15	36	40	48	14	30	30	48	59	57	64	54	15	7	35	21	24	16	12	21	26	38	20	207				
	6%	6%	5%	7%	5%	6%	5%	5%	7%	6%	7%	6%	5%	6%	7%	6%	6%	6%	6%	7%	5%	4%	6%	6%	8%w	6%	4%	4%	4%	8%	6%	7%	5%	6%	5%	7%	5%	7%	6%	6%		
6	165	86	79	22	36	22	24	21	41	24	16	58	46	61	10	28	23	35	12	30	23	26	40	59	33	33	14	5	18	8	12	18	10	24	20	25	11	142				
	4%	4%	4%	5%	5%	3%	4%	3%	4%	5%	4%	5%	3%	4%	5%	5%	4%	5%	5%	3%	3%	4%	5%	4%	5%	4%	3%	4%	3%	4%	2%	3%	6%CL	4%	4%	4%	3%	4%				
5	354	162	191	60	75	51	49	37	82	39	43	135	100	119	28	58	50	54	33	77	49	65	91	97	81	84	25	16	41	27	44	21	20	23	60	36	42	309				
	9%	8%	9%	14%efgh	11%fg	8%	7%	6%	9%g	8%	10%g	12%lm	7%	7%	13%pqtu	11%qt	8%	7%	15%pqtu	13%pqtu	7%	8%	9%	9%	8%	10%	9%	7%	9%	9%	8%	12%zEGL	7%	10%	6%	11%GI	6%	12%zEGL	9%GI			
4	133	67	66	21	33	22	15	15	28	10	18	54	37	42	7	22	23	22	14	32	14	20	48	29	30	27	14	6	14	10	12	10	1	12	27	19	8	118				
	3%	3%	3%	5%lgi	5%lgi	3%	2%	2%	3%l	2%	4%	5%lm	3%	3%	3%	4%t	3%	3%	3%	6%qtu	5%qtu	2%	2%	5%wy	2%	3%	3%	4%F	4%F	3%	3%	3%F	3%F	*	3%	5%F	3%F	2%	3%F			
3	130	60	70	14	24	18	26	25	24	8	15	38	43	49	10	23	19	18	3	14	25	31	43	29	30	27	13	3	14	5	16	12	4	13	16	20	13	113				
	3%	3%	3%	3%	3%	3%	4%j	4%j	2%	2%	3%	3%	3%	3%	5%	4%q	3%	2%	2%	2%	4%	4%	4%w	2%	4%	3%	4%	4%	2%	3%	2%	4%C	4%	2%	3%	3%	3%	3%	4%	3%		
2	126	60	66	18	28	20	12	7	43	21	22	44	32	50	11	24	14	22	5	20	18	28	36	29	26	7	7	14	8	15	7	3	18	17	13	16	115					
	3%	3%	3%	4%g	4%g	3%g	2%	1%	4%fg	4%fg	5%g	4%g	2%	3%	5%p	5%p	2%	3%	2%	3%	3%	4%	6%pqrs	4%	3%	3%	2%	2%	4%	3%	2%	4%	2%	5%	5%	3%	2%	4%	3%			
1	166	69	97	17	20	26	25	34	44	28	17	37	51	78	13	19	22	28	4	19	29	50	43	50	36	36	11	6	13	17	14	16	13	13	25	25	13	142				
	4%	4%	5%	4%	3%	4%	4%	5%d	5%	4%	3%	4%	5%	6%ao	4%	3%	4%	2%	3%	4%	3%	4%	6%pqrs	4%	4%	4%	3%	3%	3%	3%	5%	4%	5%	7%B	3%	5%	4%	3%	4%			
0 - No chance I'll vote for the party	1674	780	883	158	284	301	308	273	351	194	157	441	609	624	69	183	299	298	87	251	309	323	456	555	273	390	191	63	193	122	126	117	89	165	222	238	147	1394				
	41%	40%	42%	36%	41%	45%chj	45%chj	42%hj	37%	38%	35%	39%	45%km	39%	33%	35%	46%noqu	38%	39%	42%no	45%noqu	39%	45%tx	45%xy	32%	40%x	55%ABCD	38%	42%D	36%	34%	38%	45%CD	42%D	41%	41%D	40%	40%D				
Don't know	227	65	163	46	69	48	32	13	19	11	8	115	80	33	12	31	20	13	34	84	59	20	48	75	49	55	19	11	21	23	22	15	10	18	44	27	17	199				
	6%	3%	8%a	11%ghi	10%ghj	7%ghj	5%ghj	2%	2%	2%	2%	10%lm	6%lm	2%	6%qu	6%qu	3%	2%	14%nopqt	9%pqu	2%	5%	6%	6%	6%	6%	5%	7%	4%	7%	6%	5%	5%	5%	5%	5%	5%	5%	6%			

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**

ONLINE Fieldwork: 17th to 21st October 2025

Absolutes/col percents

Table 14  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Reform UK**

Base: All respondents

	Gender			Age											Gender x Age											Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humberside (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of England (G)	London (H)	South East (I)	South West (J)	NET: England (K)		
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525		
SUM: 9-10 Very Likely	610	350	259	30	55	78	110	134	202	115	87	85	188	337	23	61	103	187	7	24	85	150	105	174	149	182	19	31	69	72	61	50	28	66	59	98	55	562		
	15%	18% <sup>b</sup>	12%	7%	8%	12% <sup>cd</sup>	16% <sup>cde</sup>	21% <sup>cdef</sup>	21% <sup>cdef</sup>	22% <sup>cdef</sup>	20% <sup>cde</sup>	8%	14% <sup>k</sup>	21% <sup>kl</sup>	11% <sup>rs</sup>	12% <sup>rs</sup>	16% <sup>rs</sup>	24% <sup>noprstu</sup>	3%	4%	12% <sup>rs</sup>	18% <sup>snors</sup>	10%	14% <sup>vw</sup>	18% <sup>vw</sup>	19% <sup>vw</sup>	5%	19% <sup>zH</sup>	15% <sup>z</sup>	21% <sup>zBHJL</sup>	17% <sup>zH</sup>	16% <sup>zH</sup>	14% <sup>z</sup>	17% <sup>zH</sup>	11% <sup>z</sup>	17% <sup>zH</sup>	15% <sup>z</sup>	16% <sup>zH</sup>		
SUM: 7-10 Likely	1096	605	489	80	127	154	189	221	324	176	147	207	343	545	52	134	183	289	28	73	160	257	216	309	282	296	56	50	132	122	106	89	48	109	116	174	95	992		
	27%	31% <sup>b</sup>	23%	18%	18%	23% <sup>cd</sup>	28% <sup>cd</sup>	34% <sup>cdef</sup>	34% <sup>cdef</sup>	34% <sup>cdef</sup>	33% <sup>cde</sup>	18%	26% <sup>k</sup>	34% <sup>kl</sup>	25% <sup>rs</sup>	26% <sup>rs</sup>	28% <sup>rs</sup>	37% <sup>noprstu</sup>	13%	12%	23% <sup>rs</sup>	31% <sup>orst</sup>	21%	25% <sup>vw</sup>	33% <sup>vw</sup>	30% <sup>vw</sup>	16%	30% <sup>zH</sup>	29% <sup>zH</sup>	36% <sup>zBFGHJL</sup>	29% <sup>zH</sup>	29% <sup>zH</sup>	24% <sup>z</sup>	28% <sup>zH</sup>	21%	30% <sup>zH</sup>	26% <sup>z</sup>	28% <sup>zH</sup>		
SUM: 4-10 Consider	1748	921	825	183	272	249	277	294	474	250	224	454	526	768	96	243	279	399	86	211	246	368	395	494	426	433	108	77	206	167	174	137	78	167	222	254	157	1562		
	43%	47% <sup>b</sup>	39%	42%	39%	38%	41%	45% <sup>de</sup>	50% <sup>cdef</sup>	49% <sup>def</sup>	51% <sup>cdef</sup>	40%	39%	48% <sup>kl</sup>	45% <sup>rst</sup>	46% <sup>rst</sup>	43% <sup>rst</sup>	51% <sup>prstu</sup>	39%	35%	36%	45% <sup>rst</sup>	39%	40%	50% <sup>vwxy</sup>	45% <sup>vw</sup>	31%	46% <sup>z</sup>	45% <sup>z</sup>	49% <sup>zFFH</sup>	47% <sup>z</sup>	45% <sup>z</sup>	40% <sup>z</sup>	42% <sup>z</sup>	41% <sup>z</sup>	44% <sup>z</sup>	43% <sup>z</sup>	44% <sup>z</sup>		
SUM: 0-6 + DK Not likely	2976	1349	1615	353	569	508	490	424	631	336	296	923	998	1056	159	389	471	489	192	526	525	564	807	930	562	677	295	117	329	221	262	217	149	285	429	404	269	2532		
	73%	69%	77% <sup>a</sup>	82% <sup>ghij</sup>	82% <sup>efghij</sup>	77% <sup>ghij</sup>	72% <sup>ghl</sup>	66%	66%	66%	67%	82% <sup>lm</sup>	74% <sup>lm</sup>	66%	75% <sup>q</sup>	74% <sup>qu</sup>	72% <sup>q</sup>	63%	87% <sup>nopq</sup>	88% <sup>nopq</sup>	77% <sup>qu</sup>	69% <sup>q</sup>	79% <sup>wxy</sup>	75% <sup>xy</sup>	67%	70%	84% <sup>ABCD EFGHJL</sup>	70% <sup>C</sup>	71% <sup>C</sup>	64%	71%	71%	76% <sup>C</sup>	72% <sup>C</sup>	79% <sup>ABCD EGIJL</sup>	70% <sup>C</sup>	74% <sup>C</sup>	72% <sup>C</sup>		
SUM: 0-3 Unlikely	2324	1033	1279	251	425	413	402	352	481	262	219	676	815	833	115	280	374	378	133	388	439	452	627	744	418	534	242	90	255	175	193	168	119	227	323	324	207	1963		
	57%	53%	61% <sup>a</sup>	58% <sup>h</sup>	61% <sup>ghij</sup>	62% <sup>ghij</sup>	59% <sup>hij</sup>	55%	50%	51%	49%	60% <sup>lm</sup>	61% <sup>lm</sup>	52%	55%	54%	57% <sup>q</sup>	49%	65% <sup>nopq</sup>	64% <sup>nopq</sup>	55% <sup>q</sup>	61% <sup>xy</sup>	60% <sup>xy</sup>	50%	55% <sup>x</sup>	69% <sup>ABCD EFGHJL</sup>	54% <sup>C</sup>	55% <sup>C</sup>	51%	53%	55% <sup>C</sup>	60% <sup>C</sup>	58% <sup>C</sup>	59% <sup>C</sup>	56% <sup>C</sup>	57%	56%			
Mean	3.55	3.84 <sup>b</sup>	3.29	3.26	3.09	3.12	3.45	3.90 <sup>cde</sup>	4.09 <sup>cde</sup>	4.09 <sup>cde</sup>	4.08 <sup>cde</sup>	3.16	3.29	4.01 <sup>k</sup>	3.64 <sup>rs</sup>	3.69 <sup>rst</sup>	3.43 <sup>s</sup>	4.28 <sup>oprstu</sup>	2.88	2.69	3.15 <sup>s</sup>	3.77 <sup>rst</sup>	3.04	3.32	4.22 <sup>wxy</sup>	3.81 <sup>vw</sup>	2.38	3.93 <sup>zH</sup>	3.61 <sup>z</sup>	4.21 <sup>zBF GHJL</sup>	3.93 <sup>zH</sup>	3.80 <sup>zH</sup>	3.27 <sup>z</sup>	3.60 <sup>z</sup>	3.24 <sup>z</sup>	3.69 <sup>z</sup>	3.56 <sup>z</sup>	3.68 <sup>zH</sup>		
Standard deviation	3.78	3.87	3.68	3.31	3.38	3.67	3.89	4.09	3.93	4.02	3.82	3.36	3.79	3.99	3.47	3.54	3.82	4.07	3.09	3.10	3.75	3.90	3.49	3.78	3.82	3.96	3.24	3.96	3.78	4.02	3.75	3.88	3.81	3.86	3.54	3.89	3.77	3.81		
Standard error	0.06	0.09	0.08	0.18	0.14	0.15	0.15	0.16	0.12	0.17	0.18	0.11	0.11	0.10	0.26	0.17	0.15	0.14	0.24	0.14	0.15	0.14	0.11	0.11	0.14	0.13	0.18	0.32	0.17	0.22	0.20	0.22	0.28	0.20	0.17	0.17	0.20	0.07		

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 15  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Reform UK**  
**Base: All respondents**

	Housing tenure										Education			O5 Past Vote (2024)					Q1 Future Vote: SUM: Very Likely (9-10)					Q1 Future Vote: SUM: Likely (7-10)				
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)	
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822	
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790	
10 - I will definitely vote for the party	409	276	163	113	124	81	35	46	44	99	304	33	70	3	260	1	35	5	5	1	409	3	9	50	13	409	19	
9	201	142	84	58	56	33	14	18	23	117	117	32	65	6	70	3	18	8	19	6	201	4	15	73	20	201	20	
8	252	161	90	71	88	45	16	29	43	94	152	43	86	10	62	11	28	9	18	6	252	2	25	105vz	3%	185vwz	3%	
7	234	156	84	72	74	42	14	28	32	88	137	53	89	15	30	6	27	11	20	7	234	5	38	91	49	234	38	
6	165	110	56	54	52	34	17	18	79	81	37	67	15	14	7	16	13	21	7	-	2	30	52	31	-	28		
5	354	211	107	104	139	62	26	37	76	176	161	80	112	34	21	12	51	13	34	9	-	3	55	94	50	-	36	
4	133	79	42	37	49	24	12	12	24	80	49	32	48	10	5	20	7	13	-	-	2	28	37	17	-	10		
3	130	90	48	42	36	18	6	12	17	67	58	37	32	23	4	3	22	5	11	4	-	3	24	26	20	-	11	
2	126	80	43	37	43	18	5	13	25	65	59	35	36	15	4	6	18	4	18	4	-	3	23	37	25	-	11	
1	166	120	63	56	46	27	10	16	20	78	86	54	36	27	3	8	22	8	11	7	-	5	42	36	33	-	23	
0 - No chance I'll vote for the party	1674	1039	518	521	591	278	111	167	313	943	693	679	159	249	5	159	250	185	81	142	-	207	452	155	427	-	548	
Don't know	411	407	39	68	113	45	14	31	68	95	120	30	9	10	4	2	107	3	5	-	-	9	6	5	-	4		
SUM: 9-10 Very Likely	610	418	247	171	180	114	49	65	66	177	421	65	135	9	330	4	53	13	24	6	610	7	23	124	33	610	39	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 15  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Reform UK**  
**Base: All respondents**

	Housing tenure						Education			Q5 Past Vote (2024)						Q1 Future Vote: SUM: Very Likely (9-10)					Q1 Future Vote: SUM: Likely (7-10)						
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790
SUM: 7-10 Likely	1096	735	421	314	343	201	80	121	142	359	710	160	310	34	423	21	108	33	62	19	610	19	94	303	121	1096	121
	27%	29% <sup>odh</sup>	31% <sup>acdh</sup>	25% <sup>ih</sup>	24% <sup>ah</sup>	28% <sup>dh</sup>	28% <sup>sh</sup>	20%	18%	35% <sup>ai</sup>	14% <sup>mo</sup>	38% <sup>kmop</sup>	8%	88% <sup>klmp</sup>	9%	18% <sup>ukmo</sup>	12%	24% <sup>qsu</sup>	10%	100% <sup>qrsu</sup>	8%	12%	41% <sup>vvxz</sup>	17% <sup>v</sup>	100% <sup>vwxyz</sup>	15% <sup>v</sup>	
SUM: 4-10 Consider	1748	1135	626	509	582	321	135	167	261	694	1000	310	537	93	463	45	195	66	130	35	610	25	207	465	220	1086	194
	43%	44% <sup>ch</sup>	47% <sup>acdh</sup>	41%	41% <sup>h</sup>	45% <sup>dh</sup>	48% <sup>dh</sup>	44% <sup>sh</sup>	37%	36%	50% <sup>i</sup>	27% <sup>so</sup>	66% <sup>kmop</sup>	22%	96% <sup>klmp</sup>	20%	32% <sup>ukmo</sup>	24% <sup>su</sup>	51% <sup>qsu</sup>	18% <sup>su</sup>	100% <sup>qrsu</sup>	10%	27%	65% <sup>vvxz</sup>	30% <sup>sz</sup>	100% <sup>vwxyz</sup>	25%
SUM: 0-6 + DK Not likely	2976	1836	916	920	1069	507	202	306	562	1584	1306	984	498	384	59	203	506	238	193	173	-	224	662	442	609	-	670
	73%	71% <sup>b</sup>	69%	75% <sup>lab</sup>	76% <sup>abeg</sup>	72%	72%	72%	80% <sup>labdefg</sup>	82% <sup>j</sup>	65%	86% <sup>lmp</sup>	62% <sup>n</sup>	92% <sup>klmp</sup>	12%	91% <sup>klmp</sup>	82% <sup>sh</sup>	88% <sup>st</sup>	76% <sup>t</sup>	90% <sup>rt</sup>	-	92% <sup>rt</sup>	88% <sup>woyz</sup>	59% <sup>y</sup>	83% <sup>wy</sup>	-	85% <sup>wy</sup>
SUM: 0-3 Unlikely	2324	1435	711	724	829	387	147	240	443	1249	1016	835	271	325	19	179	419	205	125	157	-	217	549	260	510	-	597
	57%	56% <sup>b</sup>	53%	59% <sup>lab</sup>	59% <sup>bef</sup>	55%	52%	56%	63% <sup>labdefg</sup>	64% <sup>j</sup>	50%	73% <sup>lmp</sup>	34% <sup>n</sup>	78% <sup>lmp</sup>	4%	80% <sup>klmp</sup>	68% <sup>sh</sup>	76% <sup>st</sup>	49% <sup>t</sup>	82% <sup>rt</sup>	-	90% <sup>qrst</sup>	73% <sup>wy</sup>	35% <sup>y</sup>	70% <sup>swy</sup>	-	75% <sup>swy</sup>
Mean	3.55	3.65 <sup>ch</sup>	3.87 <sup>acdh</sup>	3.41 <sup>h</sup>	3.40 <sup>h</sup>	3.76 <sup>dh</sup>	3.84 <sup>dh</sup>	3.70 <sup>h</sup>	3.02	2.78	4.29 <sup>i</sup>	2.07 <sup>mo</sup>	4.95 <sup>kmop</sup>	1.70	8.72 <sup>klmp</sup>	1.43	2.92 <sup>kmo</sup>	1.75 <sup>u</sup>	3.72 <sup>qsu</sup>	1.39 <sup>u</sup>	9.67 <sup>qrsu</sup>	0.84	1.97	4.90 <sup>vz</sup>	2.23 <sup>vz</sup>	8.72 <sup>vwxyz</sup>	1.84
Standard deviation	3.78	3.82	3.88	3.74	3.72	3.84	3.87	3.83	3.54	3.43	3.98	3.11	3.36	2.63	2.00	2.67	3.51	2.98	3.29	2.71	0.47	2.34	2.92	3.41	3.15	1.17	3.13
Standard error	0.06	0.08	0.10	0.11	0.11	0.15	0.24	0.19	0.15	0.08	0.09	0.09	0.13	0.14	0.09	0.16	0.15	0.17	0.23	0.20	0.02	0.14	0.10	0.13	0.12	0.04	0.11

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 16  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Scottish National Party (SNP)**  
**Base: All respondents**

	Gender			Age							Age II			Gender + Age							Social Grade				Region															
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scot-land (z)	North East (A)	North West (B)	York-shire & Humber (C)	West Midlands (D)	East Midlands (E)	East-ern (G)	South East (I)	South West (J)	NET-England (L)				
Unweighted base	353	184	167	23	60	68	65	55	82	46	36	83	133	137	8	32	73	79	15	50	60	57	99	119	57	78	353	-	-	-	-	-	-	-	-	-	-			
Weighted base	351	181	168	28**	67*	67*	65*	50*	74*	40*	34*	95*	132	124	11**	40**	71*	70*	18**	54*	61*	52*	92*	117	64*	78*	351	**	**	**	**	**	**	**	**	**	**			
10 - I will definitely vote for the party	37	19	18	-	4	12	8	6	7	5	2	4	20	14	-	1	10	8	-	3	10	5	12	10	7	8	37	-	-	-	-	-	-	-	-	-	-	-		
9	25	9	16	1	5	6	6	2	4	4	1	6	12	7	-	1	5	3	1	6	7	3	6	10	2	6	25	-	-	-	-	-	-	-	-	-	-	-		
8	33	17	15	3	13	8	2	4	4	3	1	16	9	8	2	9	3	5	1	6	6	3	9	15	7	3	33	-	-	-	-	-	-	-	-	-	-	-	-	
7	28	16	12	6	6	8	5	2	2	1	1	12	13	4	3	5	8	4	2	7	5	-	7	13	4	4	28	-	-	-	-	-	-	-	-	-	-	-	-	
6	22	9	13	3	7	5	3	3	1	-	1	11	8	3	-	3	4	2	3	7	5	1	7	4	3	8	22	-	-	-	-	-	-	-	-	-	-	-	-	
5	22	15	7	3	5	2	5	4	3	3	-	8	7	7	2	6	5	4	1	3	2	3	8	4	5	6	22	-	-	-	-	-	-	-	-	-	-	-	-	
4	17	9	8	3	6	2	3	1	3	2	1	8	5	3	-	2	5	2	3	6	-	1	7	6	2	3	17	-	-	-	-	-	-	-	-	-	-	-	-	
3	23	11	12	3	4	2	2	6	6	4	2	7	4	12	1	5	1	5	1	2	3	7	6	9	7	2	23	-	-	-	-	-	-	-	-	-	-	-	-	-
2	13	9	4	-	2	3	2	4	1	3	2	5	5	-	2	2	4	-	-	3	1	1	1	4	6	2	13	-	-	-	-	-	-	-	-	-	-	-	-	
1	10	6	3	-	-	-	4	2	4	2	3	-	4	6	-	3	4	-	-	1	2	2	2	4	3	1	10	-	-	-	-	-	-	-	-	-	-	-	-	
0 - No chance I'll vote for the party	104	57	47	2	7	16	24	19	35	15	20	9	40	54	2	5	23	30	1	5	17	25	26	31	15	32	104	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	16	3	12	4	7	5	-	-	-	-	-	11	5	-	-	1	2	-	4	10	2	-	1	8	4	3	16	-	-	-	-	-	-	-	-	-	-	-	-	
SUM: 9-10 Very Likely	62	27	34	1	9	18	14	9	11	8	3	10	32	20	-	2	15	11	1	8	17	9	19	20	9	14	62	-	-	-	-	-	-	-	-	-	-	-	-	-
	18%	15%	20%	4%	13%	26%	22%	17%	15%	21%	9%	11%	24%	16%	-	5%	21%	16%	7%	15%	28%	17%	20%	17%	14%	18%	18%	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 16  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
 - Scottish National Party (SNP)  
**Base: All respondents**

	Gender			Age							Age II							Gender + Age					Social Grade				Region														
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humberside (C)	West Midlands (D)	East Midlands (E)	East of England (G)	South East (I)	South West (J)	NET: England (L)					
Weighted base	351	181	168	28**	67*	67*	65*	50*	74*	40*	34*	95*	132	124	11**	40**	71*	70*	18**	54*	61*	52*	92*	117	64*	78*	351	-	**	**	**	**	**	**	**	**	**	**	**		
SUM: 7-10 Likely	123	61	61	10	27	33	20	14	18	13	5	38	54	32	5	16	25	20	5	21	28	12	34	47	20	21	123	-	-	-	-	-	-	-	-	-	-	-	-	-	
	35%	34%	36%	36%	41%hj	49%lghj	31%	28%	24%	33%sh	14%	40%lm	41%lm	26%	51%	40%	36%	28%	27%	38%	46%qu	23%	37%	40%	32%	27%	35%	-	-	-	-	-	-	-	-	-	-	-	-	-	
SUM: 4-10 Consider	184	94	89	19	46	43	31	21	24	18	6	65	74	45	8	27	40	27	11	37	34	17	56	61	30	38	184	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	53%	52%	53%	68%	68%lghij	64%gthj	48%j	42%ij	33%j	45%shj	19%	68%lm	56%lm	37%	74%	68%	56%qu	39%	64%	68%qu	56%qu	33%	60%	52%	47%	49%	53%	-	-	-	-	-	-	-	-	-	-	-	-	-	
SUM: 0-6 + DK Not likely	228	120	107	18	39	34	45	36	56	27	29	57	78	92	5	24	45	51	13	34	33	40	58	70	44	57	228	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	65%	66%	64%	64%	59%	51%	69%ie	72%ie	76%del	67%	86%de	60%	59%	74%kl	49%	60%	64%	72%st	73%	62%	54%	77%st	63%	60%	68%	73%	65%	-	-	-	-	-	-	-	-	-	-	-	-	-	
SUM: 0-3 Unlikely	166	87	79	9	21	24	33	29	49	22	28	30	58	78	3	13	31	43	6	17	27	35	35	56	34	40	166	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	47%	48%	47%	32%	32%	36%	52%id	58%ide	67%del	55%id	81%delgh	32%	44%	63%kl	26%	32%	44%	61%pst	38%	32%	44%	67%pst	40%	48%	53%	51%	47%	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	4.40	4.16	4.64	5.44	5.64lghi	5.55lghi	3.89j	3.74j	2.96j	3.91hj	1.87	5.58m	4.71m	3.28	5.29	5.20	4.37	3.40	5.57	5.85pqu	5.09qu	3.09	4.70	4.62	4.27	3.82	4.40	-	-	-	-	-	-	-	-	-	-	-			
Standard deviation	3.72	3.67	3.78	2.47	2.97	3.83	3.88	3.80	3.71	3.93	3.16	2.82	3.93	3.75	2.78	2.83	3.86	3.78	2.31	2.82	4.01	3.77	3.72	3.71	3.59	3.84	3.72	-	-	-	-	-	-	-	-	-	-	-			
Standard error	0.20	0.27	0.30	0.55	0.40	0.48	0.48	0.51	0.41	0.58	0.53	0.33	0.35	0.32	0.98	0.51	0.46	0.42	0.67	0.44	0.53	0.50	0.38	0.35	0.49	0.44	0.20	-	-	-	-	-	-	-	-	-	-	-			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 17  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Scottish National Party (SNP)**  
**Base: All respondents**

	Housing tenure					Education			Q5 Past Vote (2024)						Q1 Future Vote: SUM: Very Likely (9-10)					Q1 Future Vote: SUM: Likely (7-10)							
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Unweighted base	353	229	108	121	121	71	37	34	50	206	139	111	28	23	17	16	51	25	8	13	21	25	66	29	64	55	65
Weighted base	351	224	92	133	122	67*	35*	32*	55*	202	137	100	35**	28**	15**	13**	54*	23**	10**	13**	19**	23**	62*	32**	71*	56*	63*
10 - I will definitely vote for the party	37	23	7	16	14	12	9	3	2	20	17	4	-	-	1	-	1	-	-	-	1	2	-	-	2	1	6
9	25	11	4	8	13	7	3	4	7	16	8	-	-	-	-	4	-	-	-	1	1	4	-	-	1	2	6
8	33	23	6	17	10	8	4	4	2	25	7	3	-	1	1	4	4	-	-	-	4	4	2	10	5	12	19
7	28	13	1	13	15	8	4	4	7	22	6	10	-	1	-	8	2	-	1	-	3	7	1	7	5	13	20
6	22	14	4	11	8	3	2	5	13	9	8	3	2	-	1	3	1	-	-	-	1	4	1	3	1	3	5
5	22	11	4	7	12	5	-	5	7	15	6	7	1	-	2	3	4	2	1	1	5	3	4	6	3	7	12
4	17	9	4	5	8	3	2	1	5	13	4	6	1	4	-	3	2	1	-	2	3	5	-	6	-	6	9
3	23	17	12	4	6	3	2	1	4	14	8	8	2	3	2	2	3	1	-	2	3	4	1	4	3	4	7
2	13	11	4	6	2	1	-	1	1	5	9	8	-	2	-	3	2	-	2	1	-	4	-	2	2	1	2
1	10	7	3	4	3	2	1	1	5	4	8	-	1	-	-	1	-	-	-	-	3	3	3	-	-	-	-
0 - No chance I'll vote for the party	104	74	42	33	27	18	10	8	10	48	55	37	27	14	10	11	13	9	8	15	2	22	20	27	34	4	7
Don't know	16	10	1	9	4	-	-	4	8	4	1	-	-	-	-	11	-	-	-	-	-	-	-	-	-	-	-
SUM: 9-10 Very Likely	62	34	11	24	27	18	12	6	9	35	25	4	-	1	-	6	-	-	-	1	1	6	-	2	3	13	
	18%	15%	12%	18%	22% <sup>ab</sup>	27% <sup>ab</sup>	34% <sup>abc</sup>	20%	16%	17%	18%	4%	-	-	7%	-	10%	-	-	7%	6%	10%	-	3%	6%	20% <sup>xyz</sup>	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 17  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Scottish National Party (SNP)**  
**Base: All respondents**

	Housing tenure									Education				Q5 Past Vote (2024)					Q1 Future Vote: SUM: Very Likely (9-10)					Q1 Future Vote: SUM: Likely (7-10)				
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)	
Weighted base	351	224	92	133	122	67*	35*	32*	55*	202	137	100	35**	28**	15**	13**	54*	23**	10**	13**	19**	23**	62*	32**	71*	56*	63*	
SUM: 7-10 Likely	123	71	17	54	52	34	20	14	18	82	38	17	-	3	2	18	2	-	1	1	9	17	3	20	13	37	59%vwy	
SUM: 4-10 Consider	184	105	29	76	79	44	23	22	35	123	57	38	5	9	4	9	26	6	1	4	2	18	29	8	34	16	53	
SUM: 0-6 + DK Not likely	228	154	75	79	71	33	16	18	37	120	99	83	35	25	13	11	37	21	10	13	18	14	29	51	43	26		
SUM: 0-3 Unlikely	166	119	63	56	43	23	13	10	20	79	80	62	29	20	11	3	29	17	9	10	17	5	33	24	37	39	10	
Mean	4.40	4.05b	2.88	4.89ab	5.13ab	5.33ab	5.53ab	5.11b	4.86b	4.89j	3.65	2.91	0.97	2.08	2.08	4.31	4.56k	1.76	0.50	1.65	1.16	5.30	3.52	1.62	3.43	2.39	6.31vwy	
Standard deviation	3.72	3.74	3.47	3.73	3.57	3.87	4.14	3.60	3.16	3.56	3.86	3.04	2.01	2.59	3.32	2.15	3.38	2.48	1.58	2.29	2.53	2.55	3.39	2.68	3.34	3.40	2.69	
Standard error	0.20	0.25	0.33	0.35	0.33	0.46	0.68	0.62	0.46	0.25	0.33	0.29	0.38	0.54	0.81	0.54	0.52	0.50	0.56	0.64	0.55	0.51	0.42	0.50	0.42	0.46	0.33	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - ij - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 18  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
 - Plaid Cymru  
 Base: All respondents

	Gender			Age											Gender + Age				Social Grade				Region																	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	North East (A)	North West (B)	Yorkshire & Humber (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of England (G)	South East (H)	South West (J)	NET: England (L)				
Unweighted base	198	96	102	13	28	37	33	39	48	24	24	41	70	87	6	16	37	43	7	25	33	44	52	64	30	52	-	-	-	-	-	-	-	-	-	-	-	-	-	
Weighted base	196	94*	102*	13**	31**	37*	32*	37*	47*	23**	24**	44*	69*	84*	7**	18**	36*	41*	6**	26**	33*	43*	49*	65*	31**	52*	**	**	**	**	**	**	**	**	**	**	**	**		
10 - I will definitely vote for the party	10	4	6	-	1	3	-	4	1	-	1	1	3	3	-	1	1	3	-	3	3	2	5	-	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	
9	5	4	6	-	4	9	-	12	3	-	6	5	7	7	-	7	7	-	7	7	10	7	4	8	-	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
8	11	6	5	-	4	3	-	2	1	1	2	-	7	4	-	3	3	-	4	1	2	2	2	2	2	5	-	-	-	-	-	-	-	-	-	-	-	-	-	
7	22	12	10	-	2	7	-	3	3	2	1	9	7	5	-	3	8	3	2	6	1	3	6	11	1	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	14	7	7	-	3	3	-	1	2	1	1	6	4	4	2	3	2	1	3	2	2	2	6	5	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	26	16	11	-	5	1	-	3	6	5	6	2	5	6	10	11	4	4	5	7	1	2	4	5	7	10	3	7	-	-	-	-	-	-	-	-	-	-	-	
4	9	3	6	-	1	2	-	1	-	1	3	5	1	-	-	2	1	1	3	3	-	3	1	1	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	7	3	4	-	-	1	-	1	2	3	3	2	5	-	-	1	2	-	1	2	-	2	2	3	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	12	6	6	-	2	5	-	-	5	3	2	6	1	5	1	2	1	3	1	4	-	2	5	2	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	12	6	6	-	14	15	-	11	13	8	15	1	6	13	-	3	7	16	17	-	4	11	3	7	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
0 - No chance I'll vote for the party	53	24	29	-	4	6	-	10	17	8	7	4	16	32	-	2	11	11	-	2	6	21	7	18	16	13	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	11	3	8	-	5	3	-	2	-	2	-	5	2	-	1	1	1	-	4	4	1	3	3	1	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SUM: 9-10 Very Likely	19	9	10	-	4	7	-	6	3	1	1	4	7	9	-	2	1	6	-	1	5	3	6	7	1	5	-	-	-	-	-	-	-	-	-	-	-	-	-	
	10%	10%	10%	-	12%	18%	-	16%	6%	6%	6%	8%	10%	11%	-	12%	4%	14%	-	6%	16%	7%	12%	11%	3%	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/l/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 18  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Plaid Cymru**  
**Base: All respondents**

	Gender			Age							Age II			Gender x Age								Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	North East (A)	North West (B)	Yorkshire & Humber (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East-ern (G)	South East (H)	South West (J)	NET: England (L)	
Weighted base	196	94*	102*	13**	31**	37*	32*	37*	47*	23**	24**	44*	69*	84*	7**	18**	36*	41*	6**	26**	33*	43*	49*	65*	31**	52*	**	**	**	**	**	**	196	**	**	**	**
SUM: 7-10 Likely	52	27	25	2	10	14	6	11	8	4	4	12	21	19	-	5	10	12	2	7	10	7	14	20	4	14	-	-	-	-	-	-	52	-	-	-	-
	26%	29%	24%	15%	34%	38%h	20%	28%	18%	19%	17%	28%	30%	23%	-	29%	29%	29%	31%	28%	31%	17%	28%	31%	12%	27%	-	-	-	-	-	-	26%	-	-	-	-
SUM: 4-10 Consider	101	52	49	11	16	24	16	17	18	7	11	27	39	34	6	12	20	20	5	15	20	14	30	36	9	26	-	-	-	-	-	101	-	-	-	-	
	51%	55%	48%	84%	52%	65%h	49%	46%	38%	29%	46%	62%im	57%	41%	87%	69%	55%	50%	79%	57%	60%u	33%	60%	55%	31%	50%	-	-	-	-	-	51%	-	-	-	-	
SUM: 0-6 + DK Not likely	145	67	77	11	20	23	25	27	38	19	20	32	48	65	7	13	26	29	4	19	23	36	35	45	27	38	-	-	-	-	-	145	-	-	-	-	
	74%	71%	76%	85%	66%	62%	80%	72%	62%e	61%	63%	72%	79%	77%	100%	71%	71%	71%	69%	72%	69%	63%	72%	69%	68%	73%	-	-	-	-	-	74%	-	-	-	-	
SUM: 0-3 Unlikely	95	42	53	2	15	13	16	20	29	16	13	17	29	49	1	5	16	21	1	11	13	29	19	29	21	26	-	-	-	-	-	95	-	-	-	-	
	49%	45%	52%	16%	48%	35%	51%	54%	62%e	71%	54%	38%	43%	59%k	13%	31%	45%	50%	21%	43%	40%	67%t	40%	45%	69%	50%	-	-	-	-	-	49%	-	-	-	-	
Mean	3.95	4.11	3.78	5.02	4.65	5.19h	3.29	3.59	3.03	2.74	3.34	4.77m	4.29	3.28	4.98	5.07	3.83	3.97	5.06	4.56	4.85	2.62	4.55	4.24	2.36	3.98	-	-	-	-	-	3.95	-	-	-	-	
Standard deviation	3.34	3.30	3.38	1.57	3.22	3.43	3.05	3.86	3.13	3.01	3.30	2.75	3.37	3.47	1.32	2.95	3.21	3.51	1.94	2.65	3.53	3.34	3.10	3.43	3.00	3.43	-	-	-	-	-	3.34	-	-	-	-	
Standard error	0.24	0.34	0.35	0.43	0.66	0.59	0.55	0.62	0.46	0.61	0.70	0.45	0.42	0.38	0.54	0.76	0.53	0.54	0.73	0.56	0.66	0.51	0.44	0.44	0.56	0.49	-	-	-	-	-	0.24	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 19  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Plaid Cymru**  
**Base: All respondents**

	Housing tenure					Education				Q5 Past Vote (2024)					Q1 Future Vote: SUM: Very Likely (9-10)					Q1 Future Vote: SUM: Likely (7-10)							
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET-Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Unweighted base	198	135	72	63	59	24	9	15	35	100	97	71	25	17	22	9	23	17	8	7	29	14	41	22	27	49	40
Weighted base	196	133	64*	69*	60*	23**	9**	14**	37*	101*	95*	64*	30**	20**	20**	8**	23**	15**	9**	7**	28**	13**	36*	24**	28**	48*	41*
10 - I will definitely vote for the party	10	7	3	5	3	-	-	-	3	7	3	1	-	-	-	-	1	-	1	-	-	2	-	2	-	4	10%y
9	5	6	4	7	5	-	-	-	7	7	3	2	-	-	-	-	4	-	9	-	-	5	-	6	-	5	14%y
8	9	6	1	5	2	2	1	1	3	6	3	-	-	-	2	-	2	-	1	-	2	2	-	2	-	6	8
7	5	5	2	7	3	8	12	5	3	6	4	-	-	-	21	-	2	-	12	-	11	2	-	5	-	7	14%y
6	11	8	5	2	3	2	2	2	8	3	5	1	1	-	-	-	2	1	-	1	5	1	4	1	4	2	5
5	6	6	8	3	6	9	23	4	8	3	7	3	7	-	-	-	10	10	-	3	6	14	4	14	4	4	12
4	22	15	6	9	6	3	2	1	3	11	9	6	4	4	1	3	1	1	1	2	1	3	5	5	5	6	9
3	11	12	10	13	10	13	22	7	9	10	9	9	12	20	5	11	5	14	7	7	7	9	19	18	13	6	22
2	14	9	3	7	4	-	-	-	4	7	7	3	1	2	2	-	3	-	-	-	2	1	2	2	2	4	3
1	7	7	4	10	6	-	-	-	10	7	5	4	8	8	-	13	-	-	-	-	9	7	3	8	7	8	8
0 - No chance I'll vote for the party	26	14	8	6	12	5	2	3	7	13	15	5	3	1	1	1	2	1	2	2	2	9	3	5	2	5	13
Don't know	13	10	13	8	21	23	24	20	13	14	23	18	15	4	11	4	16	12	20	7	17	23	11	18	4	13	13
SUM: 9-10 Very Likely	9	3	2	1	5	3	3	2	4	5	3	1	2	-	2	-	2	-	1	-	2	2	1	1	2	3	3
0 - No chance I'll vote for the party	5	2	3	2	8	13	-	5	4	5	5	3	10	-	27	-	14	-	14	-	16	6	4	3	4	4	7
Don't know	7	6	2	4	1	1	-	1	-	2	5	5	-	-	1	-	-	-	-	-	-	3	-	1	1	-	-
SUM: 9-10 Very Likely	4	5	4	1	3	5	5	2	5	8	8	-	4	-	4	-	-	-	-	-	-	8	-	4	3	3	-
0 - No chance I'll vote for the party	12	7	3	4	5	2	1	1	3	6	6	5	1	3	2	-	-	-	-	-	1	-	1	-	2	4	-
Don't know	6	5	5	6	9	8	10	7	6	7	7	4	12	10	-	-	-	-	-	-	4	-	3	-	7	8	-
SUM: 9-10 Very Likely	1	9	7	2	3	2	-	2	1	5	4	5	-	1	1	1	2	1	1	1	2	-	3	-	1	2	-
0 - No chance I'll vote for the party	6	7	11	3	4	8	-	12	3	5	7	5	17	-	5	17	-	13	-	3	17	-	12	-	2	5	5
Don't know	11	7	2	5	5	1	1	-	4	6	5	4	-	-	-	5	-	-	-	-	-	-	1	1	1	-	-
SUM: 9-10 Very Likely	6	5	2	7	8	4	10	-	10	6	5	6	-	-	-	20	-	-	-	-	-	4	-	3	-	-	-
SUM: 9-10 Very Likely	19	14	4	10	5	2	1	1	3	11	8	4	-	-	-	2	-	2	-	1	-	2	4	-	4	-	10
10%	10%	6%	14%	8%	8%	12%	5%	7%	11%	9%	6%	-	-	-	21%	-	16%	-	21%	-	19%	10%y	-	13%	-	24%y	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 19  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Plaid Cymru**  
**Base: All respondents**

	Housing tenure							Education		Q5 Past Vote (2024)						Q1 Future Vote: SUM: Very Likely (9-10)					Q1 Future Vote: SUM: Likely (7-10)						
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/ Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET-Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Weighted base	196	133	64*	69*	60*	23**	9**	14**	37*	101*	95*	64*	30**	20**	20**	8**	23**	15**	9**	7**	28**	13**	36*	24**	28**	48*	41*
SUM: 7-10 Likely	52	37	16	21	14	7	5	2	7	30	21	15	4	5	1	2	3	5	2	1	3	4	12	5	13	8	24
	26%	28%	24%	31%	24%	29%	56%	13%	20%	30%	22%	23%	15%	26%	5%	33%	11%	32%	24%	21%	10%	33%	33%	22%	45%	17%	58%vy
SUM: 4-10 Consider	101	63	28	35	35	15	7	8	20	54	48	38	12	12	3	5	6	9	3	4	7	9	24	11	21	16	35
	51%	47%	44%	51%	59%	65%	80%	56%	55%	54%	48%	56%	40%	59%	17%	71%	28%	63%	36%	63%	26%	73%	67%y	45%	73%	33%	86%vy
SUM: 0-6 + DK Not likely	145	96	49	47	45	16	4	12	29	71	74	50	26	15	19	5	20	10	7	5	25	9	24	19	15	39	17
	74%	72%	76%	69%	76%	71%	44%	87%	80%	70%	78%	77%	85%	74%	95%	67%	89%	68%	76%	79%	90%	67%	67%z	78%	55%	83%z	42%
SUM: 0-3 Unlikely	95	70	36	34	25	8	2	6	17	46	49	28	18	8	16	2	16	5	6	3	21	3	12	13	8	32	6
	49%	53%	56%	49%	41%	35%	20%	44%	45%	46%	52%	44%	60%	41%	83%	29%	72%	37%	64%	37%	74%	33%z	55%	27%	8	32	67%vz
Mean	3.95	3.81	3.34	4.27	4.24	4.48	6.45	3.38	4.08	4.18	3.67	4.18	2.57	3.76	1.41	4.52	2.25	4.13	2.52	3.95	1.73	4.83	4.65y	3.03	5.52	2.36	6.25vy
Standard deviation	3.34	3.46	3.34	3.53	3.06	2.85	2.20	2.62	3.22	3.46	3.20	2.91	2.84	2.96	2.35	3.31	3.07	3.71	3.39	3.80	2.80	3.20	3.16	3.14	3.00	2.96	2.90
Standard error	0.24	0.31	0.40	0.46	0.41	0.59	0.78	0.68	0.57	0.36	0.33	0.36	0.57	0.72	0.50	1.10	0.71	0.90	1.20	1.44	0.52	0.85	0.49	0.69	0.59	0.42	0.46

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - ij - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Yonder Corporate Affairs and Politics Survey - October 2025 GB Only
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Absolutes/col percents

Table 20
Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?
- Your Party
Base: All respondents

Table with columns for Gender, Age, Age II, Gender + Age, Social Grade, and Region. Rows include Unweighted base, Weighted base, and various age groups (10-19, 20-29, 30-39, 40-49, 50-59, 60-69, 70-79, 80+).

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 20  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Your Party**  
**Base: All respondents**

	Gender			Age										Age II				Gender x Age				Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 19-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 19-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humber (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of England (G)	London (H)	South East (I)	South West (J)	NET: England (L)
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525
Don't know	496	153	340	85	145	120	75	40	31	20	11	230	194	72	31	66	67	20	54	162	127	52	113	161	105	117	50	20	58	38	42	41	23	50	84	62	29	423
	12%	8%	16%	20%	21%	18%	11%	6%	3%	4%	2%	20%	14%	4%	14%	13%	10%	3%	25%	27%	19%	6%	11%	13%	12%	12%	14%	12%	13%	11%	11%	13%	12%	13%	15%	11%	8%	12%
SUM: 9-10 Very Likely	104	33	69	17	24	20	16	10	17	12	5	41	36	28	3	9	11	12	12	30	23	15	24	27	13	41	7	8	16	9	10	7	5	9	19	9	6	93
	3%	2%	3%	4%	3%	3%	2%	2%	2%	1%	4%	3%	2%	2%	2%	2%	2%	2%	6%	5%	3%	2%	2%	2%	2%	4%	2%	3%	3%	3%	3%	2%	3%	2%	3%	2%	2%	3%
SUM: 7-10 Likely	360	150	206	65	106	57	59	41	32	25	7	171	116	73	27	63	54	33	36	105	61	39	102	100	68	90	20	14	48	37	34	31	13	27	67	45	25	327
	9%	8%	10%	15%	15%	9%	9%	6%	3%	5%	2%	15%	9%	5%	13%	12%	8%	4%	17%	18%	9%	5%	10%	8%	8%	9%	8%	8%	10%	11%	9%	10%	7%	7%	12%	8%	7%	9%
SUM: 4-10 Consider	993	442	544	192	267	184	150	106	95	64	31	456	334	201	92	205	152	85	98	249	180	115	313	269	174	236	72	37	118	94	89	66	55	76	191	112	84	866
	24%	23%	26%	44%	38%	28%	22%	16%	10%	13%	7%	41%	25%	13%	44%	39%	23%	11%	44%	42%	26%	14%	31%	22%	21%	24%	20%	22%	26%	27%	24%	21%	28%	19%	35%	19%	23%	25%
SUM: 0-6 + DK Not likely	3711	1804	1899	368	591	606	620	605	923	487	436	959	1225	1527	185	460	600	744	183	493	624	782	920	1138	776	877	331	154	413	305	333	275	183	367	478	533	339	3197
	91%	92%	90%	85%	85%	91%	91%	94%	97%	95%	88%	91%	95%	85%	87%	88%	92%	83%	82%	91%	95%	90%	92%	92%	91%	94%	90%	92%	89%	91%	90%	93%	93%	88%	92%	93%	88%	93%
SUM: 0-3 Unlikely	3079	1512	1560	242	430	478	529	540	860	448	412	671	1007	1400	119	318	501	693	122	350	504	706	709	969	670	731	279	130	343	249	279	240	141	318	354	467	279	2659
	76%	77%	74%	56%	62%	72%	78%	84%	90%	87%	93%	100%	75%	87%	56%	58%	74%	89%	56%	58%	74%	86%	69%	78%	79%	80%	78%	74%	74%	73%	76%	79%	72%	81%	65%	81%	77%	75%
Mean	2.02	1.83	2.20a	3.72efg	3.38efg	2.37gh	1.90ghi	1.37hj	0.87i	1.09hj	0.62	3.52lm	2.12m	1.07	3.41pqt	3.10pqt	1.98qu	0.94	4.01opq	3.91opq	2.27qu	1.18q	2.43wxy	1.84	1.76	2.04	1.81	1.82	2.21GU	2.13GI	2.05GI	1.91	2.06	1.61	2.92zAB	1.65	1.76	2.04GI
Standard deviation	2.78	2.62	2.92	2.90	3.01	2.84	2.74	2.40	2.02	2.28	1.65	2.97	2.80	2.19	2.71	2.79	2.66	2.09	3.03	3.09	2.92	2.28	2.84	2.70	2.63	2.90	2.52	2.88	2.93	2.95	2.80	2.85	2.75	2.61	2.92	2.57	2.58	2.81
Standard error	0.05	0.06	0.07	0.16	0.13	0.12	0.11	0.10	0.06	0.10	0.08	0.10	0.08	0.05	0.21	0.14	0.11	0.07	0.25	0.15	0.12	0.08	0.09	0.08	0.10	0.10	0.14	0.24	0.14	0.16	0.16	0.17	0.21	0.14	0.14	0.12	0.14	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 21  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Your Party**  
**Base: All respondents**

	Housing tenure										Education			Q5 Past Vote (2024)					Q1 Future Vote: SUM: Very Likely (9-10)					Q1 Future Vote: SUM: Likely (7-10)				
	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)		
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822	
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790	
10 - I will definitely vote for the party	46	19	4	14	25	19	9	10	6	25	18	25	-	2	-	8	3	2	-	3	-	9	9	-	7	-	22	
9	59	35	13	21	24	15	5	10	10	30	27	27	1	3	1	11	8	7	1	5	3	22	17	7	17	9	40	
8	116	67	26	41	44	23	9	13	21	73	37	55	8	12	4	16	9	11	4	8	5	28	39	26	49	18	78	
7	140	70	29	41	62	29	9	20	33	80	51	63	14	9	5	22	14	22	8	11	7	31	67	31	52	40	99	
6	142	70	29	41	70	29	17	12	41	93	43	55	11	23	3	16	16	16	3	9	5	20	49	24	54	27	69	
5	332	164	64	99	161	79	31	48	82	177	131	125	30	30	22	35	50	27	9	12	20	34	88	35	72	52	110	
4	158	92	37	55	63	29	10	19	34	103	50	56	20	27	9	7	22	12	1	6	12	8	46	18	39	22	46	
3	184	117	42	74	59	26	8	19	32	115	66	80	23	24	12	10	24	15	11	8	12	10	47	30	37	34	40	
2	206	141	66	75	64	33	11	22	31	105	96	73	35	32	18	7	25	18	15	9	17	6	46	30	45	55	30	
1	224	167	100	67	55	27	11	16	28	118	102	62	46	33	20	13	32	14	12	14	16	10	41	38	38	45	28	
0 - No chance I'll vote for the party	1970	1376	845	532	555	306	126	180	249	795	1148	403	588	185	374	60	242	110	185	88	491	47	233	468	250	739	155	
Don't know	496	255	81	173	230	93	36	57	136	228	245	120	34	38	16	18	169	17	5	19	23	18	74	39	71	54	73	
SUM: 9-10 Very Likely	104	53	18	36	49	33	14	20	16	55	46	52	1	5	1	19	11	9	1	8	3	30	26	7	24	9	63	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
 ONLINE Fieldwork: 17th to 21st October 2025

Table 21  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
 - Your Party  
 Base: All respondents

	Housing tenure							Education			Q5 Past Vote (2024)					Q1 Future Vote: SUM: Very Likely (9-10)					Q1 Future Vote: SUM: Likely (7-10)							
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)	
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790	
SUM: 7-10 Likely	360	190	73	117	155	85	32	53	70	209	134	171	22	26	9	57	35	41	13	27	15	89	131	64	125	67	240	
	9%	7%ab	5%	9%ab	11%ab	12%ab	11%ab	13%ab	10%ab	11%	7%	15%klmp	3%	6%ln	2%	26%klmnp	6%ln	15%rt	5%	14%rt	2%	37%qrst	17%wy	9%y	17%wy	8%	30%vwxy	
SUM: 4-10 Consider	993	515	203	312	450	223	90	133	227	582	359	407	83	106	43	115	122	97	36	54	51	152	315	141	289	168	465	
	24%	20%b	15%	25%ab	32%abc	31%abc	32%abc	31%abc	32%abc	30%	18%	36%klmnp	10%	25%ln	9%	52%klmnp	20%ln	36%st	10%	28%st	8%	63%qrst	42%wy	19%y	40%wy	15%	59%vwxy	
SUM: 0-6 + DK Not likely	3711	2381	1264	1116	1256	623	250	373	633	1734	1882	974	786	391	473	166	579	230	242	166	594	153	625	681	605	1028	550	
	91%	93%cdefgh	95%acdefgh	91%	89%	88%	89%	87%	90%	89%	93%	85%	85%	97%klmop	94%ko	98%klmop	74%	94%ko	85%u	95%qsu	86%u	98%qsu	63%	83%z	91%vwz	83%z	94%vwxyz	70%
SUM: 0-3 Unlikely	3079	2056	1134	922	962	485	192	294	476	1361	1657	738	725	312	439	108	492	174	229	139	558	91	442	604	441	928	326	
	76%	80%cdefgh	85%acdefgh	75%defgh	68%	69%	68%	69%	68%	70%	82%	64%so	64%so	90%klmop	75%ko	91%klmop	48%	80%sko	64%su	90%qsu	72%su	92%qsu	37%	58%z	81%vwz	60%z	85%vwxyz	41%
Mean	2.02	1.69b	1.26	2.21ab	2.62abc	2.54abc	2.53ab	2.55ab	2.70abc	2.45j	1.52	2.93lmp	0.83	2.03ln	0.69	3.99klmnp	1.94ln	2.75rt	0.97t	2.35rt	0.64	4.89qrst	3.24wy	1.51y	3.11wy	1.22	4.55vwxy	
Standard deviation	2.78	2.59	2.30	2.82	3.00	3.13	3.09	3.13	3.06	2.91	2.89	2.55	3.06	1.82	2.56	1.67	3.30	2.65	3.00	2.04	3.06	1.71	3.27	3.01	2.55	3.08	2.30	3.13
Standard error	0.05	0.05	0.06	0.09	0.09	0.13	0.20	0.16	0.13	0.07	0.06	0.09	0.07	0.14	0.07	0.21	0.12	0.18	0.14	0.24	0.07	0.21	0.11	0.10	0.12	0.07	0.11	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - ij - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 22  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Another party**  
**Base: All respondents**

	Gender			Age							Age II							Gender + Age								Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humber (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of London (G)	London (H)	South East (I)	South West (J)	NET-England (L)			
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516			
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525			
10 - I will definitely vote for the party	6	3	3	1	1	1	2	1	1	1	1	1	3	2	1	1	1	1	1	1	2	1	1	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	5	
9	22	10	12	7	1	5	5	3	3	1	8	6	8	5	3	2	1	3	3	6	6	4	4	9	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	21	
8	45	27	18	8	19	2	12	2	1	1	27	15	4	2	14	10	3	6	13	4	1	13	12	12	9	2	1	9	4	5	6	1	2	10	4	3	44				
7	63	30	33	9	27	12	10	2	3	3	36	22	5	6	19	11	1	3	17	11	5	30	16	11	6	2	2	8	10	9	1	5	14	9	4	60					
6	75	41	35	19	28	11	12	3	2	2	47	23	5	9	26	11	3	10	21	12	2	28	18	12	17	9	4	10	9	6	2	4	14	7	9	65					
5	440	236	201	76	81	78	73	66	66	43	23	157	150	132	46	90	81	64	30	67	68	65	118	136	82	104	28	13	57	44	38	28	22	35	58	66	50	390			
4	141	73	68	19	24	31	26	20	21	9	12	44	57	41	10	21	35	17	10	22	22	24	49	37	31	25	9	2	11	11	10	17	6	15	26	19	15	127			
3	185	103	82	25	31	34	29	30	35	23	12	56	63	66	18	37	33	33	8	18	31	33	54	63	32	36	14	3	25	14	14	16	10	12	26	39	13	161			
2	197	111	86	24	29	29	34	37	44	29	15	54	62	81	8	27	38	46	16	27	24	36	57	59	37	43	15	9	31	14	27	12	10	10	30	22	16	171			
1	215	110	105	18	32	29	45	31	59	24	35	50	74	90	11	27	43	41	7	24	31	49	50	62	51	14	14	23	17	20	9	9	26	31	30	22	192				
0 - No chance I'll vote for the party	1750	904	841	100	184	247	287	335	598	306	292	284	533	933	50	147	265	492	48	134	267	441	393	528	375	454	168	78	188	146	164	135	89	193	172	257	161	1492			

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 22  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Another party**  
**Base: All respondents**

	Gender			Age										Age II					Gender + Age					Social Grade				Region										
	Total	Male (a)	Female (b)	19-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 19-24 (n)	Male 19-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 19-24 (r)	Female 19-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humberside (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of England (G)	London (H)	South East (I)	South West (J)	NET: England (K)
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525
Don't know	933	307	620	132	234	188	143	112	122	70	52	366	332	235	51	109	123	75	81	252	209	160	224	303	194	212	87	41	97	74	78	70	49	88	159	121	69	797
	23%	16%	29%	30% <sup>a</sup>	34% <sup>b</sup>	28% <sup>c</sup>	21% <sup>d</sup>	17% <sup>e</sup>	13%	14%	12%	32% <sup>m</sup>	25% <sup>n</sup>	15%	24% <sup>q</sup>	21% <sup>r</sup>	19% <sup>s</sup>	10%	37% <sup>t</sup>	42% <sup>u</sup>	30% <sup>v</sup>	19% <sup>w</sup>	22%	24%	23%	22%	25%	25%	21%	22%	21%	23%	25%	22%	29% <sup>BCDG</sup>	21%	19%	23%
SUM: 9-10 Very Likely	28	13	15	1	8	1	8	7	3	3	-	9	9	10	-	6	4	3	1	3	5	7	6	5	6	11	2	1	1	-	2	6	-	4	5	4	3	26
	1%	1%	1%	-	1% <sup>eh</sup>	-	1% <sup>eh</sup>	1% <sup>eh</sup>	-	1%	-	1%	1%	1%	-	1%	1%	-	-	-	1%	1%	1%	-	1%	1%	-	-	-	-	1%	2%BCL	-	1%	1%	1%	1%	1%
SUM: 7-10 Likely	136	70	66	19	53	15	30	12	7	5	2	72	45	19	8	39	25	7	11	34	21	12	50	32	29	25	6	4	18	14	16	12	1	11	29	16	10	129
	3%	4%	3%	4% <sup>ghij</sup>	8% <sup>efghi</sup>	2% <sup>hij</sup>	4% <sup>efghij</sup>	2% <sup>hij</sup>	1%	1%	-	6% <sup>m</sup>	3% <sup>n</sup>	1%	4% <sup>qu</sup>	7% <sup>npqtu</sup>	4% <sup>qu</sup>	1%	5% <sup>qu</sup>	6% <sup>qu</sup>	3% <sup>qu</sup>	1%	5% <sup>wy</sup>	3%	3%	3%	2%	2%	4% <sup>F</sup>	4% <sup>F</sup>	4% <sup>F</sup>	4% <sup>F</sup>	1	3%	5% <sup>zFIL</sup>	3%	3%	4% <sup>F</sup>
SUM: 4-10 Consider	792	420	370	133	187	135	141	100	96	60	37	320	276	196	73	176	152	91	60	144	123	103	244	223	154	171	52	23	97	77	65	63	30	65	128	108	84	710
	19%	21% <sup>b</sup>	18%	31% <sup>efgh</sup>	27% <sup>efgh</sup>	20% <sup>ghij</sup>	21% <sup>ghij</sup>	15% <sup>hij</sup>	10%	12%	8%	28% <sup>m</sup>	21% <sup>n</sup>	12%	35% <sup>pqqt</sup>	34% <sup>pqqt</sup>	23% <sup>qtu</sup>	12%	27% <sup>qtu</sup>	24% <sup>qtu</sup>	18% <sup>qu</sup>	13%	24% <sup>wxy</sup>	18%	18%	18%	15%	14%	21% <sup>zA</sup>	23% <sup>zAFG</sup>	18%	21%	15%	17%	23% <sup>zAFG</sup>	19%	23% <sup>zAFG</sup>	20% <sup>zA</sup>
SUM: 0-6 + DK Not likely	3935	1884	2038	414	644	647	649	634	948	507	441	1058	1295	1582	203	484	629	771	209	565	664	809	973	1206	814	942	345	163	443	328	352	294	196	383	515	562	354	3395
	97%	96%	97%	96%	92%	98% <sup>cd</sup>	96% <sup>cd</sup>	98% <sup>cd</sup>	99% <sup>cdef</sup>	99% <sup>cdef</sup>	100% <sup>cdef</sup>	94%	97% <sup>kl</sup>	99% <sup>kl</sup>	96% <sup>ko</sup>	93%	96% <sup>ko</sup>	99% <sup>no</sup>	95%	94%	97% <sup>os</sup>	99% <sup>no</sup>	95%	97% <sup>w</sup>	97%	97% <sup>w</sup>	98% <sup>DH</sup>	98%	96%	96%	96%	96%	100% <sup>BCDE</sup>	97%	95%	97% <sup>H</sup>	97%	96% <sup>H</sup>
SUM: 0-3 Unlikely	3279	1535	1734	300	510	527	538	546	858	452	406	810	1065	1404	138	347	502	686	160	455	562	718	778	1016	689	796	298	144	364	265	303	242	167	329	417	470	280	2814
	81%	79%	82% <sup>a</sup>	69%	73%	80% <sup>cd</sup>	79% <sup>cd</sup>	85% <sup>cdef</sup>	90% <sup>cdef</sup>	88% <sup>cdef</sup>	92% <sup>cdef</sup>	72%	79% <sup>ik</sup>	88% <sup>kl</sup>	13%	65%	66%	77% <sup>ino</sup>	88% <sup>no</sup>	73%	76% <sup>no</sup>	82% <sup>no</sup>	87% <sup>no</sup>	76%	82% <sup>w</sup>	82% <sup>w</sup>	85% <sup>BCHL</sup>	86% <sup>BCHL</sup>	79%	77%	82%	79%	85% <sup>CHJ</sup>	83% <sup>CHJ</sup>	77%	81%	80%	80%
Mean	1.73	1.76	1.70	2.85 <sup>efg</sup>	2.73 <sup>efg</sup>	1.86 <sup>ghi</sup>	1.83 <sup>ghi</sup>	1.35 <sup>hij</sup>	0.89 <sup>j</sup>	1.04 <sup>h</sup>	0.71	2.78 <sup>lm</sup>	1.84 <sup>m</sup>	1.07	2.91 <sup>pqt</sup>	2.86 <sup>pqt</sup>	1.92 <sup>qu</sup>	0.99	2.81 <sup>pqt</sup>	2.70 <sup>pqt</sup>	1.76 <sup>qu</sup>	1.14	2.07 <sup>wxy</sup>	1.66	1.63	1.56	1.39	1.32	1.90 <sup>zAF</sup>	1.88 <sup>zAF</sup>	1.64	1.82 <sup>zG</sup>	1.40	1.41	2.27 <sup>zAD</sup>	1.67	1.80 <sup>zG</sup>	1.78 <sup>zAG</sup>
Standard deviation	2.37	2.36	2.37	2.52	2.78	2.29	2.48	2.12	1.71	1.86	1.50	2.68	2.39	1.89	2.43	2.67	2.38	1.81	2.62	2.68	2.39	1.97	2.48	2.28	2.35	2.32	2.19	2.17	2.40	2.44	2.34	2.51	2.02	2.27	2.57	2.28	2.37	2.40
Standard error	0.04	0.06	0.06	0.15	0.13	0.10	0.11	0.09	0.06	0.09	0.07	0.10	0.07	0.05	0.20	0.14	0.10	0.07	0.24	0.15	0.11	0.08	0.09	0.07	0.10	0.08	0.13	0.19	0.12	0.15	0.14	0.16	0.16	0.13	0.14	0.11	0.13	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 23  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Another party**  
**Base: All respondents**

	Housing tenure							Education			Q5 Past Vote (2024)					Q1 Future Vote: SUM: Very Likely (9-10)					Q1 Future Vote: SUM: Likely (7-10)						
	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/ Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)	
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790
10 - I will definitely vote for the party	6	6	1	4	-	-	-	-	-	2	4	2	-	1	3	-	-	1	1	1	1	-	1	1	2	1	
9	22	13	5	8	9	8	5	3	1	9	12	8	-	1	5	1	1	3	6	5	3	5	5	7	14	7	
	1%	*	*	1%	1%h	1%bdh	2%abdh	1%	*	1%	1%	1%p	-	*	1%p	*	*	1%	3%qt	1%	1%	1%	1%	1%	1%	1%	
8	45	19	7	12	25	12	5	7	13	23	18	6	7	7	9	2	6	4	5	8	5	25	24	19	26	23	
	1%	1%	1%	1%	2%ab	2%ab	2%b	2%b	2%ab	1%	1%	1%	1%	2%k	2%k	1%	2%k	2%	3%	1%	2%	3%	3%	3%	2%	3%	
7	63	30	9	22	29	12	4	9	17	36	26	20	13	1	5	3	7	2	1	2	3	30	22	26	25	26	
	2%	1%b	1%	2%ab	2%ab	2%b	1%	2%b	2%ab	2%	1%	2%mp	2%	*	1%	2%mp	1%	2%t	1%	*	1%	4%y	3%	4%	2%	3%	
6	75	49	15	34	27	14	5	9	13	51	21	29	13	5	7	8	9	4	1	4	6	26	21	23	21	30	
	2%	2%ab	1%	3%ab	2%	2%	2%	2%	2%	3%j	1%	2%	2%	1%	1%	3%at	2%	1%	1%	1%	2%t	4%y	3%	3%	2%	4%y	
5	440	253	121	132	170	80	24	56	90	215	196	123	61	50	41	36	78	16	20	23	40	31	72	66	97	94	121
	11%	10%	9%	11%	12%ab	11%	9%	13%ab	13%ab	11%	10%	11%j	8%	12%j	8%	10%kkn	12%kn	6%	3%	12%qt	7%	13%qt	9%	9%	13%vwy	9%	15%vwy
4	141	94	41	53	47	24	10	14	23	85	52	38	31	18	14	7	20	8	11	4	13	3	29	37	34	32	30
	3%	4%	3%	4%	3%	3%	4%	3%	3%	4%j	3%	3%	4%	3%	3%	3%	3%	4%u	2%	2%	1%	4%	5%y	5%y	3%	4%	
3	185	116	57	59	64	30	10	19	34	90	92	63	37	18	22	9	19	8	11	5	24	9	46	34	28	51	41
	5%	5%	4%	5%	4%	4%	5%	5%	5%	5%	5%	6%p	5%	4%	4%	4%	3%	3%	4%	3%	4%	6%x	5%	4%	5%	5%	
2	197	138	62	76	55	30	12	17	25	96	98	61	52	21	26	6	19	9	17	5	29	5	32	55	31	62	29
	5%	5%cd	6%dh	6%dh	4%	4%	4%	4%	4%	5%	5%	5%p	6%op	5%	3%	3%	3%	7%u	3%	5%	2%	4%	7%vzz	4%	6%z	4%	
1	215	154	87	66	58	36	16	20	23	99	111	66	49	24	27	9	29	10	15	8	25	11	38	43	33	59	24
	5%	6%cb	7%dh	5%h	4%	5%	6%	5%	3%	5%	5%	6%	6%	6%	6%	4%	6%	4%	4%	4%	4%	5%z	6%z	5%	5%z	3%	
0 - No chance I'll vote for the party	1750	1164	698	465	552	122	183	246	742	982	457	456	170	205	73	221	154	149	94	399	83	301	368	260	586	226	
	43%	45%cdh	52%acdehgh	38%	39%h	43%cdh	43%h	35%	38%	49%j	40%so	56%kmop	41%so	55%kmop	33%	36%	57%su	58%su	49%su	65%qsu	34%	40%sz	49%vzz	36%z	53%vzz	29%	
Don't know	933	536	233	302	375	156	67	89	218	494	401	270	89	101	55	70	209	43	18	38	59	82	152	69	171	124	232
	23%	21%b	17%	25%ab	27%abeg	22%h	24%h	21%	31%abdehgh	25%j	20%	24%ln	11%	24%ln	11%	31%kkn	34%kkmn	16%st	7%	20%st	10%	34%qrst	20%vwy	9%	23%vwy	11%	29%vwy
SUM: 9-10 Very Likely	28	18	6	12	9	8	5	3	1	11	16	10	-	2	7	1	-	1	4	7	6	4	5	6	8	15	8
	1%	1%	*	1%h	1%h	1%dh	2%bdh	1%	*	1%	1%	1%p	-	1%	2%p	*	-	*	2%	4%qt	1%	2%	1%	1%	1%	1%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 23  
**Q.1 As things stand today, how likely would you say it is that you will end up voting for each of the following parties at the next UK general election?**  
**- Another party**  
**Base: All respondents**

	Housing tenure						Education				Q5 Past Vote (2024)					Q1 Future Vote: SUM: Very Likely (9-10)					Q1 Future Vote: SUM: Likely (7-10)						
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790
SUM: 7-10 Likely	136	68	22	46	63	33	13	19	31	70	60	36	20	11	24	7	14	14	10	13	16	12	60	52	53	66	57
	3%	3%ab	2%	4%ab	4%ab	5%ab	5%ab	4%ab	4%	3%	3%	3%	3%	3%	5%ip	3%	2%	5%t	4%	7%t	3%	5%	8%	7%	7%	8%	7%
SUM: 4-10 Consider	792	463	199	264	308	151	53	98	157	421	332	225	126	83	85	57	117	47	45	42	73	52	187	177	207	214	238
	19%	18%ab	15%	21%ab	22%ab	21%ab	19%	23%ab	22%ab	22%j	20%j	16%	20%	18%	25%khp	19%	17%t	18%t	22%t	12%	21%t	25%y	24%y	28%wy	20%	30%wvy	
SUM: 0-6 + DK Not likely	3935	2503	1316	1188	1348	675	268	407	673	1872	1956	1109	788	407	459	216	600	257	245	179	594	230	696	694	676	1029	733
	97%	97%cddegh	98%acdefgh	96%	95%	95%	95%	95%	96%	96%	97%	97%	97%	95%	97%	98%n	95%	95%	96%	93%	97%qs	95%	92%	93%	93%	94%	93%
SUM: 0-3 Unlikely	3279	2107	1138	969	1104	557	228	329	547	1521	1684	919	683	335	397	167	497	224	210	150	536	569	568	522	882	552	
	81%	82%cdgh	85%acdegh	79%	78%	79%	81%	77%	78%	78%	84%l	80%o	84%ko	80%	82%o	75%	81%o	83%	82%	78%	88%qrstu	79%	75%z	76%xz	72%	80%vwxyz	
Mean	1.73	1.60b	1.28	1.97ab	1.98ab	1.86ab	1.75b	1.93ab	2.11ab	1.95j	1.48	1.83ln	1.28	1.76l	1.49	2.28klmp	1.82ln	1.43t	1.41t	1.86t	1.03	2.19qrt	2.20wy	1.87y	2.41wy	1.63	2.78wxy
Standard deviation	2.37	2.27	2.05	2.45	2.52	2.51	2.52	2.43	2.25	2.36	2.05	2.33	2.39	2.53	2.42	2.28	2.42	2.28	2.81	2.02	2.75	2.69	2.53	2.72	2.48	2.75	
Standard error	0.04	0.05	0.06	0.08	0.08	0.11	0.18	0.14	0.12	0.06	0.06	0.07	0.08	0.14	0.11	0.18	0.12	0.15	0.16	0.23	0.08	0.21	0.11	0.10	0.12	0.08	0.11

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 24  
**Q.2 The last general election was held last year, in July 2024. If you voted at all, which political party did you vote for at the 2024 General Election?**  
 Base: All respondents

	Gender			Age										Age II										Gender + Age										Social Grade										Region									
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humberside (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of England (G)	London (H)	South East (I)	South West (J)	NET: England (K)															
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516															
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525															
Did not vote	614	252	361	138	130	115	102	80	49	29	21	268	217	129	63	106	88	58	76	161	129	71	135	190	119	170	54	26	77	55	59	54	23	53	99	68	45	537															
Labour Party	1144	578	564	240	215	212	176	185	112	72	357	427	360	59	169	224	185	58	187	187	201	176	340	330	211	264	100	55	133	90	115	92	64	107	169	148	72	980															
Conservatives	808	408	399	28	80	76	122	142	360	168	192	108	198	502	20	72	105	231	9	36	92	271	198	255	192	163	35	32	101	63	70	62	30	97	87	141	90	744															
Liberal Democrats	418	201	217	35	66	70	68	65	114	55	59	100	136	179	19	45	70	86	16	55	69	93	126	135	76	80	28	8	34	24	19	21	20	43	63	81	80	369															
Green Party	224	89	130	36	56	38	31	30	33	23	10	92	69	62	13	29	31	29	21	58	39	33	59	69	43	52	13	12	23	27	17	17	8	25	33	34	15	203															
Reform UK	482	272	210	23	42	71	87	112	147	83	64	65	157	259	15	47	81	144	7	18	76	115	78	127	126	151	15	31	57	58	54	41	20	52	40	76	40	448															
SNP	86	44	41	4	10	26	19	12	16	12	4	14	44	28	2	5	24	15	2	9	20	12	22	34	14	16	86	-	-	-	-	-	-	-	-	-	-	-															
Plaid Cymru	23	11	13	2	3	7	3	4	4	2	2	5	10	8	1	3	5	3	1	2	6	4	5	10	1	7	-	-	-	-	-	-	23	-	-	-	-	-															
An independent candidate	63	27	35	6	14	4	13	14	13	9	4	19	17	27	3	8	5	13	3	11	12	12	9	16	11	28	5	-	8	8	8	8	-	3	9	10	5	59															
Another party	27	13	14	1	11	6	2	1	7	5	1	12	8	7	*	9	4	*	*	3	4	7	6	8	7	5	4	*	2	7	-	1	2	7	2	2	22																
Can't remember	97	26	70	19	23	23	9	8	15	8	6	42	32	23	7	12	9	6	12	29	23	17	20	34	25	18	8	3	14	10	8	6	5	7	20	9	8	84															

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
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Table 24  
**Q.2 The last general election was held last year, in July 2024. If you voted at all, which political party did you vote for at the 2024 General Election?**  
**Base: All respondents**

	Gender			Age							Age II			Gender + Age								Social Grade				Region												
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	18-34	35-54	55+	Male	Male	Male	Male	Female	Female	Female	Female	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-b-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: England
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525
Prefer not to say	85	34	50	25	22	12	11	3	13	7	6	47	22	16	9	17	9	7	16	29	13	9	25	29	19	12	3	4	13	6	12	5	3	5	16	10	7	78
	2%	2%	2%	6% j	3% h	2% g	2%	1%	1%	1%	1%	4% m	2%	1%	4% p	3% q	1%	1%	7% o	5% t	2%	1%	2%	2%	2%	1%	1%	2%	3%	2%	3% z	2%	2%	1%	3%	2%	2%	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 25  
**Q.2 The last general election was held last year, in July 2024. If you voted at all, which political party did you vote for at the 2024 General Election?**  
**Base: All respondents**

	Housing tenure										Education					O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)				
	NET: Homeowners (a)	Owned outright - without mortgage or loan (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)				
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822			
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790			
Did not vote	614	254	105	149	338	136	50	86	202	257	328	-	-	-	-	614	12	8	3	7	53	9	25	60	47	53	108	84	11%wvx	
Labour Party	1144	701	294	406	417	219	84	135	198	642	481	1144	-	-	-	-	240	13	36	65	80	539	79	238	160	315	40%wxy			
Conservatives	808	637	432	205	161	96	43	54	64	328	463	-	-	-	-	2	226	3	135	1	32	509	51	310	41	29%wyz				
Liberal Democrats	418	308	179	129	104	45	12	33	59	250	160	-	-	-	-	10	4	136	9	15	68	37	297	34	95	12%wxy				
Green Party	224	138	62	76	79	31	14	16	48	125	89	-	-	-	224	2	2	1	4	107	16	12	34	21	181	23%wxy				
Reform UK	482	318	174	143	156	93	34	59	63	147	328	-	-	-	482	2	2	1	330	3	11	49	18	423	18	39%wxy				
SNP	86	58	16	42	29	22	13	7	57	27	1	-	-	-	-	-	-	-	1	3	5	1	5	3	14	2%wxy				
Plaid Cymru	23	19	7	12	4	1	-	3	14	9	-	-	-	-	-	-	-	-	-	-	2	-	3	2	7	1%wxy				
An independent candidate	63	34	22	12	30	23	12	11	7	29	32	-	-	-	-	-	-	-	5	3	2	4	6	13	10	1%wxy				
Another party	27	14	4	10	10	4	3	1	6	13	13	-	-	-	-	-	-	-	3	3	4	-	6	6	9	1%wxy				
Can't remember	97	48	20	28	47	22	10	12	24	43	44	-	-	-	-	2	-	2	1	-	6	2	11	9	12	2%wxy				
Prefer not to say	85	43	22	21	37	16	4	12	21	37	37	-	-	-	-	1	-	-	3	1	11	6	5	7	5	1%wxy				

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - ij - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
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Table 26  
**Gender**  
**Base: All respondents**

	Gender			Age							Age II		Gender + Age								Social Grade				Region															
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	18-34	35-54	55+	Male	Male	Male	Male	Female	Female	Female	Female	AB	C1	C2	DE	Scot-	North	North	Yonk-	West	East	East	Wales	East-	London	South	South	NET-	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)		
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516		
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525		
Male	1955	1955	-	212	312	316	337	309	469	247	222	523	654	778	212	523	654	778	-	-	-	-	57%	57%	45%	45%	44%	181	88	202	179	174	165	94	178	268	257	169	1679	
	48%	100%	-	49%	45%	48%	50%	48%	49%	48%	50%	46%	49%	49%	100%	100%	100%	100%	-	-	-	-	57%	57%	45%	45%	44%	52%	53%	44%	52%	48%	45%	49%	49%	44%	46%	46%	48%	
Female	2104	-	2104	220	379	344	341	337	484	263	221	599	685	821	-	-	-	-	220	599	685	821	435	673	460	537	168	79	257	163	192	140	102	216	274	320	193	1834		
	52%	-	100%	51%	54%	52%	50%	52%	51%	51%	50%	53%	51%	51%	-	-	-	-	100%	100%	100%	100%	43%	54%	54%	55%	48%	47%	56%	46%	52%	46%	52%	55%	50%	55%	50%	53%	52%	
Other	10	-	-	2	4	2	-	-	2	2	-	6	2	2	-	-	-	-	-	-	-	2	1	2	6	1	-	-	1	2	1	-	-	-	-	2	2	2	10	
	*	-	-	*	1%	*	-	-	*	*	-	1%	*	*	-	-	-	-	-	-	-	*	*	*	1%	*	-	-	*	-	*	-	-	-	-	*	*	*	1%	*
Prefer not to say	2	-	-	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	1	-	1	1	-	-	1	-	-	-	-	-	-	-	-	-	1	
	*	-	-	*	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-	*	*	*	-	-	*	-	-	-	-	-	-	-	-	-	*	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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Table 27  
**Gender**  
**Base: All respondents**

	Housing tenure							Education		O5 Past Vote (2024)						O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)						
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790
Male	1955	1287	660	627	629	313	127	186	316	947	950	578	408	201	272	89	252	153	139	100	350	95	405	395	375	605	356
	48%	50%degh	49%deg	51%degh	45%	44%	45%	44%	45%	49%	47%	50%op	50%op	48%op	56%klmop	40%	41%	56%ku	55%ku	52%ku	57%ku	39%	54%kz	53%kz	51%kz	55%kz	45%
Female	2104	1277	673	605	776	394	154	239	383	988	1061	564	399	217	210	130	361	118	116	92	259	142	351	351	353	489	427
	52%	50%	50%	49%	55%abc	56%abc	55%	56%abc	54%ac	51%	53%	49%en	49%	52%en	44%	58%klm	59%klmn	44%	45%	48%	43%	58%qrst	46%	47%	48%	45%	54%vwxy
Other	10	5	4	1	5	2	-	4	5	5	1	1	-	-	4	1	-	-	-	-	5	1	-	1	1	6	
	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	2%klmp	-	-	-	-	-	-	2%qst	-	-	-	1%swxy	
Prefer not to say	2	1	-	1	1	-	-	1	2	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 28  
**Age**  
**Base: All respondents**

	Gender			Age									Age II			Gender x Age					Social Grade				Region																	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humberside (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of England (G)	London (H)	South East (I)	South West (J)	NET: England (K)				
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516				
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525				
18-24	433	212	220	433	100%delgh	-	-	-	-	-	-	433	38%lm	-	212	212	100%opqs	40%spqtu	-	-	220	220	100%opqs	37%spqtu	-	-	174	123	70	67	28	16	34	29	46	25	13	30	135	50	27	392
	11%	11%	10%	100%delgh	-	-	-	-	-	-	-	38%lm	-	100%opqs	40%spqtu	-	-	100%opqs	37%spqtu	-	-	174	123	70	67	28	16	34	29	46	25	13	30	135	50	27	392					
				ij								62%lm	-	60%inprt	-	-	63%inprt	-	-	379	-	-	281	205	127	84	67	22	97	60	65	43	31	52	121	81	58	599				
25-34	697	312	379	-	697	-	-	-	-	-	-	697	-	-	312	-	-	-	-	379	-	-	281	205	127	84	67	22	97	60	65	43	31	52	121	81	58	599				
	17%	16%	18%	-	100%delgh	-	-	-	-	-	-	62%lm	-	60%inprt	-	-	63%inprt	-	-	379	-	-	27%wxy	17%y	15%y	9%	19%g	13%	21%AEGI	18%	14%	16%	15%	13%	16%	13%	14%	16%	17%g			
				ij								49%km	-	-	316	-	-	-	-	344	-	-	210	193	124	136	67	24	79	55	57	55	37	65	87	90	47	558				
35-44	662	316	344	-	-	662	-	-	-	-	-	662	-	-	-	-	-	-	-	344	-	-	210	193	124	136	67	24	79	55	57	55	37	65	87	90	47	558				
	16%	16%	16%	-	-	100%delgh	-	-	-	-	-	49%km	-	-	-	-	-	-	-	344	-	-	21%wxy	16%	15%	14%	19%j	14%	17%	16%	15%	18%	19%	17%	16%	16%	13%	16%				
				ij								51%km	-	-	337	-	-	-	-	341	-	-	122	223	157	177	65	30	68	58	62	56	32	78	66	103	61	582				
45-54	679	337	341	-	-	-	679	-	-	-	-	679	-	-	-	-	-	-	-	337	-	-	122	223	157	177	65	30	68	58	62	56	32	78	66	103	61	582				
	17%	17%	16%	-	-	-	100%cdelgh	-	-	-	-	51%km	-	-	-	-	-	-	-	337	-	-	12%	18%v	19%v	18%v	19%h	18%	15%	17%	17%	18%h	16%	20%h	12%	18%h	17%	17%h				
				ij								40%kl	-	-	309	-	-	-	-	309	-	-	41%snprs	5%	16%v	19%v	24%wvx	14%	19%h	15%	16%	17%h	18%h	19%h	19%h	17%h	16%	16%h				
55-64	646	309	337	-	-	-	646	-	-	-	-	646	-	-	-	-	-	-	-	309	-	-	337	54	195	161	236	50	32	68	54	62	56	37	66	63	100	59	559			
	16%	16%	16%	-	-	-	100%cdelgh	-	-	-	-	40%kl	-	-	-	-	-	-	-	309	-	-	41%snprs	5%	16%v	19%v	24%wvx	14%	19%h	15%	16%	17%h	18%h	19%h	19%h	17%h	16%	16%h				
				ij								60%kl	-	-	469	-	-	-	-	469	-	-	59%snprs	18%	24%v	24%v	28%v	74	45	114	87	77	71	47	102	73	154	112	834			
65+	955	469	484	-	-	-	-	955	512	443	-	955	-	-	-	-	-	-	-	469	-	-	484	182	300	205	268	74	45	114	87	77	71	47	102	73	154	112	834			
	23%	24%	23%	-	-	-	-	100%cdelgh	100%cdelgh	100%cdelgh	-	60%kl	-	-	-	-	-	-	-	469	-	-	59%snprs	18%	24%v	24%v	28%v	74	45	114	87	77	71	47	102	73	154	112	834			
				fg				fg	fg	fg	-	60%kl	-	-	247	-	-	-	-	247	-	-	263	87	141	132	152	40	24	65	45	46	40	23	51	45	62	449				
65-74	512	247	263	-	-	-	-	512	512	443	-	512	-	-	-	-	-	-	-	247	-	-	263	87	141	132	152	40	24	65	45	46	40	23	51	45	62	449				
	13%	13%	12%	-	-	-	-	100%cdelgh	100%cdelgh	100%cdelgh	-	32%kl	-	-	-	-	-	-	-	247	-	-	32%snprs	9%	11%v	16%vw	16%vw	11%	15%h	14%h	13%h	12%	13%h	12%	13%h	12%	13%h	12%	13%h			
				gh				gh	gh	gh	-	28%kl	-	-	222	-	-	-	-	222	-	-	27%snprs	9%	13%wx	9%	115	34	21	48	42	31	30	24	51	28	84	50	385			
75+	443	222	221	-	-	-	-	443	443	443	-	443	-	-	-	-	-	-	-	222	-	-	27%snprs	9%	13%wx	9%	115	34	21	48	42	31	30	24	51	28	84	50	385			
	11%	11%	10%	-	-	-	-	100%cdelgh	100%cdelgh	100%cdelgh	-	28%kl	-	-	-	-	-	-	-	222	-	-	27%snprs	9%	13%wx	9%	115	34	21	48	42	31	30	24	51	28	84	50	385			
				hi				hi	hi	hi	-	1130	-	-	212	523	-	-	-	212	523	-	-	454	328	197	151	95	37	131	89	111	68	44	82	256	131	85	991			
18-34	1130	523	599	433	697	-	-	-	-	-	-	1130	-	-	212	523	-	-	-	212	523	-	-	454	328	197	151	95	37	131	89	111	68	44	82	256	131	85	991			
	28%	27%	28%	100%delgh	100%delgh	-	-	-	-	-	-	100%lm	-	-	100%ppt	100%ppt	-	-	-	212	523	-	-	44%wxy	26%y	23%y	16%	27%	22%	28%GI	26%	111	30%EGUJ	22%	22%	21%	25%	131	85	991		
				hj								100%lm	-	-	100%ppt	100%ppt	-	-	-	212	523	-	-	44%wxy	26%y	23%y	16%	27%	22%	28%GI	26%	111	30%EGUJ	22%	22%	21%	25%	131	85	991		
35-64	1987	962	1022	-	-	662	679	646	-	-	-	1341	646	-	-	-	-	-	-	654	309	-	-	685	337	386	611	442	549	182	85	216	166	180	167	106	209	215	293	167	1699	
	49%	49%	49%	-	-	100%cdh	100%cdh	100%cdh	-	-	-	100%km	40%k	-	-	-	-	-	-	654	309	-	-	100%noqr	41%noqr	38%	49%v	52%v	57%vw	52%h	51%h	47%h	49%h	49%h	55%BHJL	54%h	53%hJL	40%	51%h	46%	48%h	
				ij								100%km	40%k	-	-	-	-	-	-	654	309	-	-	100%noqr	41%noqr	38%	49%v	52%v	57%vw	52%h	51%h	47%h	49%h	49%h	55%BHJL	54%h	53%hJL	40%	51%h	46%	48%h	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 28  
**Age**  
**Base: All respondents**

	Gender			Age										Age II										Gender x Age										Social Grade										Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	18-34	35-54	55+	Male	Male	Male	Male	Female	Female	Female	Female	AB	C1	C2	DE	Scot-	North	North	York-	West	East	East-	London	South	South	NET:																
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)																
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525															
NET: 18-34	1130	523	599	433	697	-	-	-	-	-	-	1130	-	-	212	523	-	-	220	599	-	-	454	328	197	151	95	37	131	89	111	68	44	82	256	131	85	991															
	28%	27%	28%	100%efg	100%efghi	-	-	-	-	-	-	100%km	-	-	100%pqt	100%pqt	-	-	100%pqt	100%pqt	-	-	44%wxy	26%y	23%y	16%	27%	22%	28%GI	26%	30%EGU	22%	22%	21%	47%zABC	23%	23%	28%EGU															
NET: 35-54	1341	654	685	-	662	679	-	-	-	-	-	1341	-	-	-	654	-	-	685	-	-	332	416	281	312	132	53	148	113	118	111	69	143	153	193	108	1140																
	33%	33%	33%	-	100%cdg	100%cdghi	-	-	-	-	-	100%km	-	-	-	100%noqrs	-	-	100%noqrs	-	-	32%	34%	33%	32%	38%HU	32%	32%	33%	32%	36%HI	35%	35%	36%HI	28%	33%	30%	32%H															
NET: 55+	1601	778	821	-	-	-	646	955	512	443	-	-	1601	-	-	-	-	778	-	-	-	821	236	495	366	504	124	77	182	141	138	127	84	168	136	254	170	1393															
	39%	40%	39%	-	-	-	100%code	100%code	100%code	100%code	-	-	100%kl	-	-	-	-	100%noprs	-	-	-	100%noprs	23%	40%v	43%v	52%vwxx	35%H	46%zH	39%H	41%H	38%H	41%H	43%H	43%zH	25%	44%zHL	47%zBDH	40%H															
Average age	49.03	49.34	48.82	21.68	30.11c	39.85cd	49.95cd	59.67cd	73.75cd	69.29cd	78.92cd	26.88	44.96k	68.07k	21.52	26.54nr	45.02no	68.29no	21.84	27.18no	44.93no	67.86no	42.42	49.76v	50.56v	53.74vw	48.33H	51.23DH	49.03H	50.21H	47.76H	50.35H	50.72H	51.36zD	40.96	51.57zB	52.36zB	49.00H															

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 29  
**Age**  
**Base: All respondents**

	Housing tenure										Education				O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)				
	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)			
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	614	271	180	637	265	811	656	705	1106	822			
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	471	255	192	610	243	756	745	729	1096	790			
18-24	433	146	53	93	253	123	48	75	129	205	161	117	28	35	23	36	138	47	18	15	30	20	107	74	95	80			
	11%	6%ab	4%	8%ab	18%abc	17%abc	17%abc	18%abc	11%j	8%	10%kn	4%	8%ln	5%	16%klmn	22%klmno	17%rst	7%	8%	5%	20%rst	14%wxy	10%y	13%y	7%	15%wy			
25-34	697	392	75	317	288	90	25	66	198	486	195	240	80	66	42	56	130	49	48	24	55	74	174	110	152	127			
	17%	15%bf	6%	26%abdefgh	20%abefgh	13%bf	9%	15%bef	26%abdefgh	25%j	10%	21%lmn	10%	16%ln	9%	25%lmno	21%lmn	18%st	19%st	13%	9%	30%qrst	23%wxy	15%y	21%wxy	12%			
35-44	682	433	86	347	219	99	34	64	120	392	253	215	76	70	71	38	115	39	25	39	78	40	138	91	126	154			
	16%	17%ab	6%	28%abdefgh	16%b	14%b	12%b	15%b	17%b	20%j	13%	19%ln	9%	17%l	15%l	19%l	15%	10%	20%st	13%	16%st	18%wxy	12%	18%wxy	14%	18%wxy			
45-54	679	443	156	287	229	122	45	78	106	311	362	212	122	68	87	31	102	42	38	33	110	36	127	105	119	189			
	17%	17%b	12%	23%abdefgh	16%b	17%b	16%	18%b	15%b	16%	18%	19%	15%	16%	18%	14%	17%	16%	15%	17%	18%	15%	17%	14%	16%	17%sw			
55-64	646	428	299	129	213	135	63	72	78	214	428	176	142	65	112	30	80	39	28	21	134	24	96	102	84	221			
	16%	17%ch	22%acdg	10%	15%ch	19%cdh	23%acdh	17%ch	11%	11%	21%l	15%	18%p	15%	23%klmnop	13%	13%	15%	11%	11%	22%qrst	10%	13%	14%	12%	20%vwxyz			
65+	955	729	668	61	210	138	67	72	71	334	611	185	360	114	147	33	49	54	97	60	202	21	114	262	151	324			
	23%	28%cdg	50%acdefgh	5%	15%ch	20%cdgh	24%cdg	17%ch	10%k	17%	30%l	16%p	45%klmnop	27%kop	30%kop	15%p	8%	20%qu	38%qu	31%qu	33%qu	9%	15%z	35%vwxyz	21%vz	30%vwz			
65-74	512	381	341	40	134	86	47	39	82	327	112	168	55	63	23	28	29	42	27	115	15	65	120	69	176	50			
	13%	15%cdgh	26%acdefgh	3%	9%ch	12%cdgh	17%cdg	9%ch	5%c	9%	16%l	10%p	21%klmnop	13%p	6%	10%	16%u	14%u	19%qu	6%	9%z	16%vwz	10%z	16%vwz	17%vz	6%			
75+	443	348	327	21	85	52	20	32	33	152	284	72	192	59	64	10	21	26	55	33	87	5	49	143	82	147			
	11%	14%cddefgh	24%acdefgh	2%	6%c	7%c	7%c	8%c	5%c	8%	14%l	6%p	24%klmnop	14%kop	13%kop	4%	3%	9%u	22%qtu	17%qu	14%qu	2%	6%z	19%vwyz	11%vz	13%vz			
18-34	1130	538	128	410	541	214	72	141	327	691	356	357	108	100	65	92	268	96	67	39	85	123	281	184	247	207			
	28%	21%b	10%	33%abf	38%abcdefg	30%abf	26%b	33%abef	47%abdefgh	36%j	18%	31%lmn	13%	24%ln	14%	41%klmn	44%klmn	35%rst	26%t	20%t	14%	51%qrst	37%wxy	25%y	34%wxy	19%			
35-64	1987	1304	541	763	661	356	143	214	305	917	1048	603	340	203	270	99	297	121	91	93	323	99	361	299	331	565			
	49%	51%bdh	40%	62%abdefgh	47%bh	50%bdh	51%b	50%bh	43%	47%	52%l	53%lo	42%	49%	56%lmop	44%	48%l	45%r	36%	48%r	53%qr	41%	48%w	40%	45%w	52%swz			
NET: 18-34	1130	538	128	410	541	214	72	141	327	691	356	357	108	100	65	92	268	96	67	39	85	123	281	184	247	207			
	28%	21%b	10%	33%abf	38%abcdefg	30%abf	26%b	33%abef	47%abdefgh	36%j	18%	31%lmn	13%	24%ln	14%	41%klmn	44%klmn	35%rst	26%t	20%t	14%	51%qrst	37%wxy	25%y	34%wxy	19%			
NET: 35-54	1341	876	242	634	448	221	79	142	227	703	620	427	198	138	157	69	217	82	63	72	188	76	265	196	247	343			
	33%	34%b	18%	51%abdefgh	32%b	31%b	28%b	33%b	32%b	36%j	31%	37%l	24%	33%l	31%l	35%l	37%l	30%	25%	37%r	31%	35%w	26%	34%w	31%w	33%w			
NET: 55+	1601	1157	968	190	423	273	130	143	149	548	1040	360	502	179	259	62	129	93	125	81	337	44	210	365	235	545			
	39%	45%cdg	72%acdefgh	15%	30%ch	39%cdgh	46%cdg	34%ch	21%c	28%	52%l	31%p	62%klmnop	43%kop	54%klmnop	28%p	21%	34%u	49%qu	42%qu	55%qtu	18%	28%z	49%vwz	32%vz	50%vwz			

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

Prepared by Yonder



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 29  
 Age  
 Base: All respondents

	Housing tenure								Education		Q5 Past Vote (2024)					Q1 Future Vote: SUM: Very Likely (9-10)					Q1 Future Vote: SUM: Likely (7-10)						
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790
Average age	49.03	52.14cddefgh	61.47acdefgh	42.03	44.01ch	47.25cdgh	49.57odegh	45.72cdh	40.76	45.19	53.71i	46.14op	58.63kmnop	51.33kop	54.97kmop	43.30p	40.33	46.01u	53.55qu	52.08qu	55.46qu	38.97	44.07z	52.92vz	46.60z	53.23vz	41.28

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 30  
**Gender + Age**  
**Base: All respondents**

	Gender		Age										Age II					Gender + Age					Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humber (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of England (G)	London (H)	South East (I)	South West (J)	NET: England (K)	
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516	
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525	
Male 18-24	212	212	-	212	49%delgh	-	-	-	-	-	-	212	19%lm	-	212	212	-	-	-	-	-	-	94	45	45	27	11	9	18	14	28	15	7	12	68	18	12	194	
Male 18-34	523	523	-	312	49%efgh	45%efghl	-	-	-	-	-	523	46%lm	-	212	523	-	-	-	-	-	-	228	132	98	65	40	21	61	45	52	34	18	37	128	51	36	466	
Male 35-54	654	654	-	-	-	316	337	-	-	-	-	654	49%km	-	-	654	-	-	-	-	-	-	223	192	110	128	71	24	64	56	55	57	36	61	86	94	49	547	
Male 55+	778	778	-	-	-	-	309	469	247	222	-	778	49%kl	-	-	-	-	-	-	-	-	-	135	238	174	231	70	43	78	78	66	73	41	80	54	111	84	656	
Female 18-24	220	-	220	220	51%delgh	-	-	-	-	-	-	220	19%lm	-	-	-	-	-	220	220	-	-	80	78	25	38	18	7	16	14	19	10	6	18	65	33	15	196	
Female 18-34	599	-	599	220	379	-	-	-	-	-	-	599	53%lm	-	-	-	-	-	220	599	-	-	225	193	97	83	54	16	69	43	58	34	26	45	126	78	49	518	
Female 35-54	685	-	685	-	-	344	341	-	-	-	-	685	51%km	-	-	-	-	-	-	685	-	-	109	223	170	183	61	29	84	57	63	53	33	82	67	98	58	591	
Female 55+	821	-	821	-	-	-	337	484	263	221	-	821	51%kl	-	-	-	-	-	-	-	-	-	821	101	256	192	271	52	34	104	63	72	54	43	88	82	143	85	726
Other/ Retired	13	-	-	2	6	2	-	2	2	-	8	2	2	-	-	-	-	-	-	-	-	-	2	2	7	2	1	1	2	1	-	-	2	2	2	11	-		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
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Table 31  
**Gender + Age**  
 Base: All respondents

	Housing tenure										Education		O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)				
	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)	
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790
Male 18-24	212	83	28	55	113	8%abc	5%abc	8%abc	33	58	86	89	59	20	19	13	63	29	16	7	23	20	60	46	52	52	55
	5%	3%ab	2%	4%ab	8%abc	8%abc	8%abc	8%abc	4%	4%	5%jd	5%	2%	5%	3%	6%kl	10%klmno	11%st	6%	4%	8%t	8%y	6%	7%y	5%	7%y	
Male 18-34	523	268	69	200	232	96	35	61	135	301	176	169	72	45	47	29	106	56	51	23	61	45	141	110	129	134	142
	13%	10%b	5%	16%ab	16%abe	14%ab	13%b	14%ab	19%abdefg	16%j	9%	15%ln	9%	11%	10%	13%	17%lmn	21%st	20%st	12%	10%	18%t	19%wy	15%	18%y	12%	16%y
Male 35-54	654	461	124	337	183	80	29	50	103	370	278	224	105	70	81	31	88	50	29	37	103	31	152	105	135	183	136
	16%	18%bdefg	9%	27%abdefgh	13%b	11%	10%	12%	15%b	19%j	14%	20%klp	13%	17%	17%	14%	18%r	12%	19%r	17%	13%	20%sw	14%	18%sw	17%	17%	
Male 55+	778	558	468	90	215	137	63	74	78	276	495	185	231	86	144	29	58	46	59	41	187	19	112	180	111	289	79
	19%	22%cdh	35%acdefgh	7%	15%ch	19%cdh	22%cdh	17%ch	11%c	14%	25%ai	16%p	29%kmop	21%op	30%kmop	13%	9%	17%u	23%u	21%u	31%qrstu	8%	15%z	24%vwz	15%z	26%vwz	10%
Female 18-24	220	63	25	38	138	68	26	42	70	119	71	58	9	16	7	21	76	18	2	8	7	27	47	27	43	28	66
	5%	2%b	2%	3%	10%abc	10%abc	9%abc	10%abc	10%abc	6%j	4%	5%ln	1%	4%l	2%	9%klmn	12%klmn	7%st	1%	4%t	11%rst	6%wy	4%	6%wy	3%	8%wxy	
Female 18-34	599	267	58	208	304	117	37	80	188	384	177	187	36	55	18	58	161	39	16	17	24	74	140	74	117	73	205
	15%	10%b	4%	17%ab	22%abcef	16%ab	13%b	19%ab	27%abdefg	20%j	9%	16%ln	4%	13%ln	4%	26%klmn	28%klmn	15%st	6%	9%t	4%	30%qrst	19%wy	10%y	16%wy	7%	26%vwxy
Female 35-54	685	413	117	297	264	141	50	91	123	333	340	201	92	69	76	39	129	32	34	35	85	44	112	92	113	160	126
	17%	18%ab	9%	24%abdefh	19%ab	20%ab	18%b	21%ab	17%b	17%	17%	18%j	11%	16%j	16%j	17%j	21%ln	12%	13%	18%q	14%	18%q	15%	12%	15%	15%	16%w
Female 55+	821	597	498	100	208	136	67	72	270	544	176	271	93	115	33	71	47	66	40	150	25	99	185	124	257	96	12%
	20%	23%cddegh	37%acdefgh	8%	15%ch	19%cdgh	24%cddegh	16%ch	10%	14%	27%ai	15%p	34%kmnop	22%kop	24%kop	15%	12%	17%u	26%qu	25%qu	10%	13%	25%vwz	17%vz	23%vwz	12%	
Other/ Refused	13	6	4	2	7	2	2	5	8	5	3	1	-	-	4	2%klmp	1	-	-	-	6	1	-	1	1	7	1%wxy

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 32  
**Social Grade**  
**Base: All respondents**

	Gender			Age							Age II			Gender + Age							Social Grade				Region														
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 35-54 (o)	Male 55+ (p)	Female 18-24 (q)	Female 35-54 (r)	Female 55+ (s)	Female 65+ (t)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humber (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of England (G)	London (H)	South East (I)	South West (J)	NET: England (K)		
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516	
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525	
A	268	151	117	67	77	43	33	6	39	20	19	144	78	47	37	74	47	30	29	70	29	17	268	26%wxy	-	-	-	24	8	24	22	20	15	13	20	60	43	18	239
	7%	8%b	6%	15%efgh	11%efghi	7%gh	5%g	1%	4%g	4%g	4%g	13%ilm	8%lm	3%	18%pqtu	14%pqtu	7%qtu	4%tu	13%pqtu	12%pqtu	4%tu	10%	74%wxy	-	-	-	19%	13%	19%	19%	17%	16%	18%	17%	24%ADGI	19%	14%	18%J	
B	755	435	318	107	204	167	89	45	143	67	76	311	256	189	57	154	176	105	50	155	80	83	755	-	-	-	68	22	87	66	64	56	36	66	132	107	52	651	
	19%	22%b	15%	25%efghi	29%efghi	25%efghi	13%g	7%	15%g	13%g	17%g	27%ilm	19%lm	12%	27%qtu	30%qtu	27%qtu	13%tu	23%qtu	26%qtu	12%	10%	74%wxy	-	-	-	19%	13%	19%	19%	17%	16%	18%	17%	24%ADGI	19%	14%	18%J	
C1	1238	563	673	123	205	193	223	195	300	141	159	328	416	495	45	132	192	238	78	193	223	256	-	1238	-	-	117	48	138	89	105	86	65	131	176	158	124	1056	
	30%	29%	32%a	28%	29%	29%	33%ij	30%	31%ij	27%	36%cddeg	29%hi	31%	31%	21%	25%	29%kn	31%no	35%no	32%no	33%no	31%no	-	100%vxy	-	-	33%C	29%	30%	26%	28%	28%	33%	33%C	32%	27%	34%CI	30%	
C2	844	382	460	70	127	124	157	161	205	132	73	197	281	366	45	98	110	174	25	97	170	192	-	844	-	-	84	39	95	67	91	62	31	80	89	129	97	749	
	21%	20%	22%	16%	18%	19%	23%cdj	25%cdj	21%cdj	26%cdh	17%j	17%	21%kl	23%kl	21%r	19%r	17%	22%prs	11%	16%r	25%oprs	23%oprs	-	100%vwy	-	-	100%vwy	18%	23%	21%	20%	25%zFH	20%	16%	20%	16%	22%H	27%BCF	21%H
D	486	223	261	39	53	79	86	127	103	66	37	92	165	230	14	37	68	118	25	53	96	112	-	-	486	42	22	60	46	46	43	29	45	42	67	44	416		
	12%	11%	12%	9%	8%	12%d	13%dj	20%cddef	11%dj	13%djh	8%	8%	12%kl	14%kl	7%	7%	10%	15%unops	11%	9%	14%unops	14%nos	-	-	50%wx	12%	13%H	13%H	14%H	12%H	14%H	15%H	11%	8%	12%	12%H	12%H		
E	481	200	275	28	31	57	91	109	165	87	78	59	148	274	13	27	60	113	13	29	87	160	-	-	481	36	28	57	52	41	43	22	51	45	75	29	422		
	12%	10%	13%a	7%	4%	9%d	13%cde	17%cde	17%cdef	17%cde	18%cde	5%	11%kl	17%kl	6%	5%	9%os	15%unops	6%	5%	13%unops	19%nopqr	-	-	50%wx	10%	17%zHJ	12%H	15%HJ	11%	14%HJ	11%	13%HJ	8%	13%HJ	8%	12%HJ		
NET: AB	1022	586	435	174	281	210	122	54	182	87	95	454	332	236	94	228	223	135	80	225	109	101	1022	-	-	-	92	29	111	88	84	71	49	86	191	150	69	881	
	25%	30%b	21%	40%efgh	40%efgh	32%efghi	18%g	8%	19%g	17%g	22%g	40%ilm	25%lm	15%	44%pqtu	44%pqtu	34%qtu	17%tu	36%qtu	38%qtu	16%	12%	100%wxy	-	-	-	26%AJ	18%	24%	26%AJ	23%	25%	22%	35%zABC	26%AJ	19%	25%AJ		
NET: ABC1	2261	1149	1108	297	486	403	345	249	482	228	255	782	748	731	139	360	416	373	157	419	332	357	1022	1238	-	-	209	78	249	177	189	158	114	218	368	308	194	1938	
	56%	56%b	53%	68%efgh	70%efgh	61%efghi	51%gij	38%	51%gij	44%g	57%efghi	69%ilm	56%lm	46%	66%qtu	69%qtu	64%qtu	48%	72%pqtu	70%pqtu	48%	43%	100%xy	100%xy	-	-	60%ACDE	47%	54%	52%	51%	52%	58%A	55%	68%zABC	53%	53%	55%A	
NET: C2DE	1811	805	996	137	211	260	334	397	473	294	188	348	593	870	72	163	238	405	63	180	353	464	-	-	844	367	141	89	212	166	179	146	82	176	177	270	170	1507	
	44%	41%	47%a	32%	30%	39%cd	49%cde	62%cdef	49%cde	56%cdef	43%cd	31%	44%kl	54%kl	34%	31%	36%rs	52%unopr	28%	30%	52%unopr	57%noprs	-	-	100%vw	100%vw	40%H	53%zFHL	46%H	48%zH	49%zH	48%zH	42%H	45%H	32%	47%H	47%H	45%H	
NET: DE	967	424	537	67	84	136	177	236	288	152	115	151	312	504	27	65	128	231	38	83	183	271	-	-	967	78	50	117	98	87	87	52	97	88	142	74	838		
	24%	22%	26%a	15%	12%	21%cd	26%cde	37%cdef	28%cde	30%cde	26%cde	13%	23%kl	31%kl	13%	12%	20%nos	30%noprs	17%	14%	27%unopr	33%noprs	-	-	100%wx	22%H	30%HJ	25%H	29%HJL	24%H	28%HJ	26%H	25%H	16%	24%H	20%	24%H		

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
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Absolutes/col percents

Table 33  
**Social Grade**  
**Base: All respondents**

	Housing tenure										Education		O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)				
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790
A	268	176	65	110	85	33	9	24	53	195	65	85	64	37	15	10	35	27	27	18	28	19	69	72	60	64	58
	7%	7%bdf	5%	9%abdefg	6%ef	5%	3%	6%	7%bdef	10%j	3%	7%in	8%in	3%	4%	6%in	10%t	11%t	10%t	5%	8%	9%y	10%y	8%y	6%	7%	
B	755	544	228	316	191	69	23	46	122	540	191	255	134	89	63	49	100	65	52	41	77	55	176	142	180	151	188
	19%	21%bdefgh	17%idefg	25%abdefgh	14%ef	10%	8%	11%	17%defg	28%j	9%	22%inp	17%	21%n	13%	22%np	16%	24%t	21%t	13%	23%t	23%wy	19%y	25%wy	14%	24%wy	
C1	1238	827	442	386	384	150	53	97	234	654	546	330	255	135	127	69	190	87	68	55	174	78	233	221	215	309	245
	30%	32%defg	33%defg	31%defg	27%efg	21%	19%	23%	33%defg	34%j	27%	29%	32%	32%	26%	31%	31%	32%	27%	30%	29%	32%	31%	30%	29%	28%	31%
C2	844	587	305	282	240	128	61	67	112	296	521	211	192	76	126	43	119	37	60	33	149	37	127	174	122	282	132
	21%	23%degh	23%degh	23%degh	17%	18%ig	22%dh	16%	16%	15%	26%l	18%	24%km	18%	26%kmop	19%	19%	14%	23%qu	17%	24%qsu	15%	17%	23%vwx	17%	26%vwx	17%
D	486	265	151	115	210	122	46	77	88	142	334	129	91	39	81	26	80	28	23	20	94	28	78	73	72	155	83
	12%	10%	11%	9%	15%abch	17%abcdh	16%abc	18%abcdh	13%c	7%	17%l	11%	11%	9%	17%klm	12%	13%	10%	9%	10%	15%qr	12%	10%	10%	10%	14%vwxyz	11%
E	481	171	146	25	300	206	90	116	94	116	358	135	72	41	71	26	90	27	25	23	88	26	73	63	80	135	85
	12%	7%c	11%ac	2%	21%abch	29%abcdh	32%abcdh	27%abcdh	13%ac	6%	18%l	12%	9%	10%	15%lm	12%	15%lm	10%	10%	12%	14%	11%	10%	8%	11%	12%w	11%
NET: AB	1022	720	293	426	277	102	32	70	174	735	266	340	198	106	78	59	135	83	79	59	105	74	245	215	240	216	246
	25%	28%bdefg	22%efg	35%abdefgh	20%ef	14%	11%	16%	25%defg	38%j	13%	30%inp	24%in	16%	28%in	16%	22%in	34%t	31%t	31%t	17%	32%y	29%y	33%y	29%y	33%y	31%y
NET: ABC1	2261	1547	735	812	661	252	85	167	409	1389	802	669	453	261	205	128	325	180	147	117	279	152	477	436	455	524	490
	56%	60%bdefg	55%defg	66%abdefgh	47%ef	36%l	30%	39%ef	58%defg	72%j	40%	58%inp	56%in	33%np	43%	57%in	66%t	61%t	46%	63%t	63%y	59%y	62%y	59%y	62%y	48%	62%y
NET: C2DE	1811	1023	602	421	751	456	197	259	295	553	1213	475	355	156	277	95	289	91	108	75	331	91	279	309	274	571	300
	44%	40%c	45%ac	34%	53%abch	64%abcdh	70%abcdh	61%abcdh	42%c	28%	60%l	42%	44%	37%	57%klmop	43%	47%km	34%	42%	39%	54%qrsu	37%	37%	41%	38%	52%vwxyz	38%
NET: DE	967	436	297	139	511	328	136	192	183	257	692	264	163	80	151	52	170	55	49	43	182	54	151	136	152	290	168
	24%	17%c	22%ac	11%	36%abch	46%abcdh	48%abcdh	45%abcdh	26%ac	13%	34%l	23%	20%	19%	31%klmo	23%	28%klm	20%	19%	22%	30%qrsu	22%	20%	16%	21%	26%vwyz	21%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - ij - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
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Absolutes/col percents

Table 34  
**GD Region**  
**Base: All respondents**

	Gender		Age								Age II								Gender x Age								Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	18-34	35-54	55+	Male	Male	Male	Male	Female	Female	Female	Female	AD	C1	C2	DE	Scot-	North	North	York-	West	East	East-	London	South	South	NET-				
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)				
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516			
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525			
Scotland	351	161	168	28	7	67	65	50	74	40	34	95	132	124	11	40	71	70	18	54	61	52	92	117	64	78	351	-	-	-	-	-	-	-	-	-	-	-			
	8%	8%	8%	7%	10%	10%	10%	8%	8%	8%	8%	8%	10%sm	8%	5%	8%	11%nu	9%u	8%	9%	9%	9%	9%	11%	9%	8%	8%	100%AB	100%BCDE	-	-	-	-	-	-	-	-	-	-		
North East	167	88	79	16	22	24	30	32	45	24	21	37	53	77	9	21	24	43	7	16	29	34	29	48	39	50	-	-	-	-	-	-	-	-	-	-	-	167			
	4%	5%	4%	4%	3%	4%	4%	5%	5%	5%	5%	3%	4%	5%	4%	4%	4%	6%sa	3%	4%	4%	3%	4%	5%	5%	5%v	-	100%zBCDE	-	-	-	-	-	-	-	-	-	-	-	5%zBCDEFGHJ	
North West	461	202	257	34	97	79	68	68	114	65	48	131	148	182	18	61	64	78	16	69	84	104	111	138	95	117	-	-	-	-	-	-	-	-	-	-	-	-	461		
	11%	10%	12%	8%	14%cf	12%c	10%	11%	12%sc	13%sc	11%	12%	11%	11%	9%	12%	10%	10%	7%	11%r	12%	13%r	11%	11%	11%	12%	-	100%zACDE	-	-	-	-	-	-	-	-	-	-	-	-	13%zACDEFGHJ
Yorkshire & Humber	342	179	163	29	60	55	58	54	87	45	42	89	113	141	14	45	56	78	14	43	57	63	88	89	67	98	-	-	-	-	-	-	-	-	-	-	-	-	342		
	8%	9%	8%	7%	9%	8%	8%	8%	9%	9%	8%	8%	9%	9%	7%	9%	9%	10%	7%	7%	8%	8%	8%	9%	7%	8%	10%w	-	100%zABDE	-	-	-	-	-	-	-	-	-	-	-	10%zABDEFGHJ
West Midlands	368	174	192	46	65	57	62	62	77	46	31	111	118	138	28	52	55	66	19	58	63	72	84	105	91	87	-	-	-	-	-	-	-	-	-	-	-	-	368		
	9%	9%	9%	11%	9%	9%	9%	10%	8%	9%	7%	10%	9%	9%	13%	10%	8%	8%	8%	10%	9%	9%	8%	8%	11%	9%	-	100%zABCE	-	-	-	-	-	-	-	-	-	-	-	-	10%zABCEFGHJ
East Midlands	306	165	140	25	43	55	56	56	71	40	30	68	111	127	15	34	57	73	10	34	53	54	71	86	62	87	-	-	-	-	-	-	-	-	-	-	-	-	306		
	8%	8%b	7%	6%	6%	8%	8%	8%	9%	8%	7%	6%	8%k	8%	7%	7%	9%sa	9%rsu	5%	6%	8%	7%	7%	7%	7%	7%	9%	-	100%zABCD	-	-	-	-	-	-	-	-	-	-	-	9%zABCDFGHJ
Wales	196	94	102	13	31	37	32	37	47	23	24	44	69	84	7	18	36	41	6	26	33	43	49	65	31	52	-	-	-	-	-	-	-	-	-	-	-	-	196		
	5%	5%	5%	3%	4%	6%	5%	6%	5%	5%	5%	5%	4%	5%	3%	3%	5%	5%	3%	4%	5%	5%	5%	5%	4%	5%	-	100%zABCD	-	-	-	-	-	-	-	-	-	-	-	-	100%zABCEFGHJ
Eastern	394	178	216	30	52	65	78	66	102	51	51	82	143	168	12	37	61	80	18	45	82	88	86	131	80	97	-	-	-	-	-	-	-	-	-	-	-	-	394		
	10%	9%	10%	7%	7%	10%	12%cd	10%	11%cd	10%	11%cd	7%	11%k	10%k	6%	7%	9%	10%	8%	8%	12%nos	11%o	8%	11%	9%	10%	-	100%zABCD	-	-	-	-	-	-	-	-	-	-	-	-	11%zABCEFGHJ
London	545	268	274	135	121	87	66	63	73	45	28	256	153	136	68	128	86	54	65	126	67	82	191	176	89	88	-	-	-	-	-	-	-	-	-	-	-	-	-	545	
	13%	14%	13%	31%defg	17%selh	13%hj	10%	10%	8%	9%	6%	23%lm	11%lm	8%	32%opqr	25%psu	13%q	7%	29%pqst	21%psu	10%	10%q	19%wxy	14%xy	11%	9%	-	100%zABCD	-	-	-	-	-	-	-	-	-	-	-	-	15%zABCEFGHJ
South East	578	257	320	50	81	90	103	100	154	70	84	131	193	254	18	51	94	111	33	78	98	143	150	158	129	142	-	-	-	-	-	-	-	-	-	-	-	-	578		
	14%	13%	15%	12%	12%	14%	15%	15%cd	16%cd	14%	19%cd	12%	14%	16%k	8%	10%	14%no	14%no	15%	13%	14%no	17%nos	15%	13%	15%	15%	-	100%zABCD	-	-	-	-	-	-	-	-	-	-	-	-	16%zABCEFGHJ

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
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Table 34  
**GO Region**  
**Base: All respondents**

	Gender			Age									Age II									Gender + Age									Social Grade									Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	18-34	35-54	55+	Male	Male	Male	Male	Female	Female	Female	Female	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	South East	South West	NET: England													
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)													
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525												
South West	364	169	193	27	58	47	61	59	112	62	50	85	108	170	12	36	49	84	15	49	58	85	69	124	97	74	-	-	-	-	-	-	-	-	-	-	364	364												
	9%	9%	9%	6%	8%	7%	9%	9%	12%	12%	11%	8%	8%	11%	6%	7%	8%	11%	7%	8%	9%	10%	7%	10%	11%	8%	-	-	-	-	-	-	-	-	-	-	100%	100%												

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 35  
 GO Region  
 Base: All respondents

	Housing tenure										Education		Q5 Past Vote (2024)					Q1 Future Vote: SUM: Very Likely (9-10)					Q1 Future Vote: SUM: Likely (7-10)				
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790
Scotland	351	224	92	133	122	67	35	32	55	202	137	100	35	28	15	13	54	23	10	13	19	23	62	32	71	56	63
North East	167	103	57	46	63	37	13	23	26	59	104	55	32	4	31	12	26	16	11	4	31	10	29	25	12	50	21
North West	461	297	159	139	153	76	23	53	78	227	221	133	101	54	57	23	77	34	33	14	69	27	99	92	74	132	89
Yorkshire & Humber	342	226	121	105	109	57	23	35	51	152	179	90	63	24	58	27	55	16	14	11	72	18	60	54	50	122	63
West Midlands	368	232	122	111	119	59	17	42	60	143	208	115	70	19	54	17	59	25	25	7	61	16	68	80	46	106	57
East Midlands	306	197	114	83	106	51	30	22	54	127	175	92	62	21	41	17	54	20	20	14	50	14	56	54	53	89	63
Wales	196	133	64	69	60	23	9	14	37	101	95	64	30	20	8	23	15	9	7	28	13	38	24	28	48	41	
Eastern	394	258	130	128	127	67	29	38	60	162	219	107	97	43	52	25	53	17	31	22	66	28	56	88	66	109	90
London	545	271	135	136	262	125	63	62	137	312	206	169	87	63	40	33	99	59	27	31	59	47	138	111	120	116	137
South East	578	375	188	187	189	96	27	69	93	279	296	148	141	81	76	34	68	30	47	42	98	25	100	116	117	174	101
South West	364	254	156	140	102	49	13	36	53	177	176	72	90	80	40	15	45	17	30	26	55	22	52	69	92	95	66

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 36  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Gender		Age							Age II			Gender + Age							Social Grade							Region												
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	18-34	35-54	55+	Male	Male	Male	Male	Female	Female	Female	Female	AB	C1	C2	DE	Scot-	North	North	North	York-	West	East	East-	Wales	East-	London	South	South
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516	
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525	
Yes	2399	1151	1243	317	539	455	365	316	498	232	176	856	820	724	148	385	406	360	169	467	413	363	753	768	503	375	220	92	278	186	206	173	119	202	51%	381	333	210	2060
	59%	59%	59%	73% <sup>gh</sup>	77% <sup>gh</sup>	69% <sup>ghi</sup>	54% <sup>hij</sup>	49% <sup>hij</sup>	43%	45%	40%	76% <sup>klm</sup>	61% <sup>m</sup>	45%	70% <sup>qtu</sup>	74% <sup>pqu</sup>	62% <sup>qu</sup>	46%	77% <sup>pqu</sup>	78% <sup>npqt</sup>	60% <sup>qu</sup>	44%	74% <sup>wxy</sup>	62% <sup>y</sup>	60% <sup>y</sup>	39%	63% <sup>CG</sup>	55%	60% <sup>G</sup>	54%	56%	57%	61% <sup>G</sup>	51%	49% <sup>zBFH</sup>	30%	70% <sup>zABC</sup>	58%	58% <sup>G</sup>
No	1672	804	862	116	158	208	313	330	547	280	267	274	521	877	63	138	248	418	51	132	272	458	270	470	341	592	131	76	183	156	162	133	77	192	163	245	154	1464	
	41%	41%	41%	27%	23%	31% <sup>d</sup>	46% <sup>code</sup>	51% <sup>code</sup>	57% <sup>code</sup>	55% <sup>code</sup>	60% <sup>code</sup>	24%	39% <sup>k</sup>	55% <sup>kl</sup>	30% <sup>s</sup>	26%	38% <sup>ors</sup>	54% <sup>unopr</sup>	23%	22%	40% <sup>snors</sup>	52% <sup>snopr</sup>	26%	38% <sup>v</sup>	40% <sup>v</sup>	61% <sup>wvx</sup>	37% <sup>H</sup>	45% <sup>H</sup>	40% <sup>H</sup>	46% <sup>zH</sup>	44% <sup>H</sup>	43% <sup>H</sup>	39% <sup>H</sup>	49% <sup>zBFH</sup>	30%	42% <sup>H</sup>	42% <sup>H</sup>	42% <sup>H</sup>	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
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Table 37  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Housing tenure							Education		O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)							
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Unweighted base	4067	2652	1518	1134	1334	684	269	415	1966	2006	1284	651	352	538	272	616	304	210	180	637	285	811	656	705	1106	822	
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790
Yes	2399	1591	699	892	751	307	110	197	443	1349	976	695	455	247	245	144	377	174	142	108	321	162	498	439	468	599	522
	59%	62% <b>abdefg</b>	52% <b>efg</b>	72% <b>abdefgh</b>	53% <b>efg</b>	43%	39%	46%	63% <b>abdefg</b>	69% <b>j</b>	48%	61% <b>ln</b>	56%	59% <b>n</b>	51%	64% <b>ln</b>	61% <b>ln</b>	64% <b>t</b>	56%	56%	53%	67% <b>rst</b>	66% <b>wy</b>	59% <b>y</b>	64% <b>lwy</b>	55%	66% <b>wy</b>
No	1672	979	638	341	661	401	172	229	260	594	1040	450	354	171	237	80	237	97	113	84	288	80	259	307	261	496	268
	41%	38% <b>c</b>	48% <b>each</b>	28%	47% <b>sach</b>	57% <b>sabcdh</b>	61% <b>sabcdh</b>	54% <b>sabcdh</b>	37% <b>ac</b>	31%	52% <b>ai</b>	39%	44% <b>so</b>	41%	49% <b>klmop</b>	35%	39%	36%	44% <b>su</b>	44% <b>su</b>	47% <b>qu</b>	33%	34%	41% <b>vvxz</b>	36%	45% <b>vwxyz</b>	34%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
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Table 38  
**Opinion Influencer**  
**Base: All respondents**

	Gender		Age								Age II			Gender + Age								Social Grade				Region													
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	18-34	35-54	55+	Male	Male	Male	Male	Female	Female	Female	Female	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: England	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516	
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525	
Yes	387	239	147	85	127	68	44	31	32	18	14	212	112	62	46	133	69	38	40	79	43	24	173	106	71	37	34	16	34	30	32	28	17	28	98	42	29	336	
	9%	12%	7%	20%	18%	10%	6%	3%	3%	3%	3%	19%	8%	4%	22%	25%	11%	5%	18%	13%	6%	3%	17%	9%	4%	10%	9%	7%	9%	9%	8%	7%	7%	7%	18%	7%	8%	10%	
No	3685	1715	1957	348	570	594	635	615	923	494	429	918	1229	1538	166	390	585	740	180	519	641	797	849	1133	773	930	316	152	427	313	336	278	180	366	447	536	335	3188	
	91%	88%	93%	80%	82%	90%	94%	95%	97%	97%	97%	97%	97%	96%	78%	75%	89%	95%	67%	94%	97%	83%	91%	92%	96%	90%	91%	93%	91%	91%	91%	92%	93%	92%	93%	82%	93%	92%	90%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 39  
**Opinion Influencer**  
**Base: All respondents**

	Housing tenure							Education		O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)							
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790
Yes	387	240	105	135	144	63	26	37	81	287	82	125	64	45	21	44	48	34	28	34	126	105	121	125	125	123	
	9%	9% <sup>b</sup>	8%	11% <sup>ab</sup>	10% <sup>b</sup>	9%	9%	9%	11% <sup>b</sup>	15% <sup>j</sup>	4%	11% <sup>p</sup>	8%	11%	9%	7%	18% <sup>t</sup>	13% <sup>t</sup>	15% <sup>t</sup>	7%	14% <sup>t</sup>	17% <sup>y</sup>	14%	14%	17% <sup>y</sup>	11%	16% <sup>y</sup>
No	3685	2331	1232	1098	1268	645	256	389	623	1656	1933	1019	745	372	442	203	570	223	221	164	564	208	630	640	608	971	667
	91%	91% <sup>c</sup>	92% <sup>acd</sup>	89%	90%	91%	91%	91%	89%	85%	96% <sup>i</sup>	89%	92% <sup>k</sup>	89%	92%	91%	93% <sup>ak</sup>	82%	87%	85%	93% <sup>qrsu</sup>	86%	83%	86%	83%	89% <sup>wxz</sup>	84%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
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Absolutes/col percents

Table 40  
**Tenure**  
**Base: All respondents**

	Gender			Age							Age II			Gender - Age						Social Grade				Region															
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humberside (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of England (G)	London (H)	South East (I)	South West (J)	NET: England (K)	
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	323	198	407	480	541	380	3516
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525	
NET: Homeowners	2571	1267	1277	146	392	433	443	428	729	381	348	538	676	1157	83	268	461	558	63	267	413	597	720	827	587	436	224	103	297	226	232	197	133	258	271	375	254	2214	
	63%	66%b	61%	34%	56%c	65%cd	65%cd	66%cd	76%defg	74%defg	79%defg	48%	65%ik	72%ikl	39%k	51%knrs	71%knrs	72%knrs	29%	45%r	60%snors	73%snors	70%y	67%y	70%y	45%	64%h	61%h	64%h	66%h	63%h	64%h	68%h	65%h	50%	65%h	70%hL	63%h	
Owned outright - without mortgage	1337	660	673	53	75	86	156	299	668	341	327	128	242	968	28	69	124	468	25	58	117	498	293	442	305	297	92	57	158	121	122	114	64	130	135	188	156	1181	
	33%	34%	32%	12%	11%	13%	23%ode	46%odef	70%odef	67%odef	74%odef	11%	18%k	60%kkl	13%	13%	19%ks	60%knopr	11%	10%	17%ks	61%knopr	29%	36%vy	36%vy	31%	26%	34%h	34%zH	35%zH	33%h	37%zH	33%h	33%h	25%	32%h	43%zBCD	34%zH	
Owned with a mortgage or loan	1233	627	605	93	317	347	287	129	61	40	21	410	634	190	55	200	337	90	38	208	297	100	426	386	282	139	133	46	139	105	111	83	69	128	136	187	98	1032	
	30%	32%b	29%	21%hj	46%scghj	52%cdghj	42%scghj	20%hij	6%	8%	5%	36%lm	47%km	12%	26%qu	38%nqr	52%noqr	12%	17%sq	35%nqr	43%nqr	12%	42%wxy	31%y	33%y	14%	EHJL	38%ABCD	27%	30%	31%	27%	35%h	33%h	25%	32%h	27%	29%h	
NET: Renters	1412	629	776	253	288	219	229	213	210	124	85	541	448	423	113	232	183	215	138	304	284	208	277	384	240	511	122	63	153	109	119	106	60	127	262	189	102	1229	
	35%	32%	37%a	58%defg	41%defgh	33%hij	34%hij	33%hij	22%	24%	19%	48%lm	33%lm	26%	53%opqr	44%opqr	28%	28%	63%opqr	51%opqr	39%pqr	25%	27%	31%v	28%	53%vwxy	35%	38%j	33%	32%	35%	30%	32%	48%ZABC	33%	28%	35%J		
NET: Rent from Council/ Housing Association	708	313	394	123	90	99	122	135	138	86	52	214	221	273	55	96	80	137	68	117	141	136	102	150	128	328	67	37	76	57	59	51	23	67	125	96	49	617	
	17%	16%	19%a	28%defg	13%	15%	18%jd	21%dehj	14%j	17%hj	12%	19%	16%	17%	26%opqr	18%p	12%	18%ps	31%opqr	19%p	21%p	17%p	10%	12%	15%w	34%vwxy	19%FJ	22%FJ	16%	17%	16%	17%	12%	17%	23%BCDE	17%	14%	18%FJ	
Rented from the council	282	127	154	48	25	34	45	63	67	47	20	72	79	130	22	35	29	63	26	37	50	67	32	53	61	136	35	13	23	23	17	30	9	29	63	27	13	237	
	7%	7%	7%	11%defh	4%	5%	7%jd	10%dehj	7%jd	9%dehj	4%	6%	6%	8%j	10%cp	7%	4%	8%p	12%ops	6%	7%p	8%p	3%	4%	7%vw	14%vwxy	10%BDFJ	8%j	5%	7%	5%	7%	10%BDFJ	4%	7%j	12%BCDFG	5%	4%	7%j
Rented from a housing association	426	186	239	75	66	64	78	72	72	39	32	141	142	143	33	61	50	74	42	80	91	69	70	97	67	192	32	23	53	35	42	22	14	38	62	69	36	380	
	10%	9%	11%	17%degh	9%	10%	11%hij	11%hij	7%	8%	7%	12%lm	11%	9%	18%pqr	12%p	8%	10%	19%opqs	13%pqr	13%pqr	8%	7%	8%	8%	20%vwxy	9%	14%EF	5%	12%E	10%	12%	7%	10%	11%	12%E	10%	11%E	
Rented from someone else	704	316	383	129	198	120	106	78	71	38	33	327	227	149	58	135	103	78	70	188	123	72	174	234	112	183	55	26	78	51	60	54	37	60	137	93	53	612	
	17%	16%	18%	30%efgh	28%efgh	18%ghij	16%hij	12%hij	7%	7%	8%	29%lm	17%lm	9%	27%opqr	26%opqr	16%qu	10%	32%opqr	31%opqr	18%qu	9%	17%x	19%xy	13%	19%xyz	16%	16%	17%	15%	16%	18%	19%	25%ZABC	16%	14%	17%		
Rent free	89	39	51	35	17	11	7	4	16	7	9	51	18	21	16	23	10	6	19	28	8	15	26	27	16	20	4	2	11	8	16	3	4	9	11	14	7	82	
	2%	2%	2%	8%degh	2%g	2%	1%	1%	2%	1%	2%g	5%lm	1%	1%	8%opqr	4%opqr	2%	1%	9%opqr	5%opqr	1%	2%	3%	2%	2%	2%	2%	1%	1%	2%	2%	4%zEL	1%	2%	2%	2%	2%	2%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
 ONLINE Fieldwork: 17th to 21st October 2025

Table 41  
 Tenure  
 Base: All respondents

	Housing tenure								Education		O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)						
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	645	729	1096	790
NET: Homeowners	2571	2571	1337	1233	-	-	-	-	-	1321	1210	701	637	308	318	138	254	164	190	138	418	123	440	531	440	531	441
	63%	100%defgh	100%defgh	100%defgh	-	-	-	-	-	68%	60%	61%p	79%knop	74%knop	66%p	62%p	41%	61%u	75%qu	72%qu	69%qu	51%	58%	71%vvyz	66%vz	67%vz	56%
Owned outright - without mortgage	1337	1337	1337	-	-	-	-	-	-	591	729	294	432	179	174	62	105	91	120	89	247	44	214	323	256	421	174
	33%	52%cdefgh	100%adefgh	-	-	-	-	-	-	30%	36%i	26%p	53%kmnop	43%kop	36%kop	28%p	17%	34%u	47%qu	46%qu	40%u	18%	28%z	43%vvyz	35%vz	38%vz	22%
Owned with a mortgage or loan	1233	1233	-	1233	-	-	-	-	-	730	481	406	205	129	143	78	149	73	70	45	171	79	227	206	229	314	267
	30%	48%bdefgh	-	100%abdefgh	-	-	-	-	-	38%j	24%	38%lmp	25%	31%p	30%p	34%p	24%	24%	27%	27%	28%	33%	30%	28%	31%	29%	34%wy
NET: Renters	1412	-	-	-	1412	708	282	426	704	582	764	417	161	104	156	79	338	100	59	53	180	115	300	199	238	343	336
	35%	-	-	-	100%abc	100%abc	100%abc	100%abc	100%abc	30%	38%i	36%lm	20%	25%	32%lm	35%lm	55%klmno	37%rst	23%	28%	30%	47%qrst	40%wxy	27%	33%w	31%w	42%wxy
NET: Rent from Council/ Housing Association	708	-	-	-	708	708	282	426	-	218	458	219	96	45	93	31	136	50	35	22	114	50	144	108	114	201	138
	17%	-	-	-	50%abch	100%abcdh	100%abcdh	100%abcdh	-	11%	23%i	19%lmo	12%	11%	19%lm	14%	22%lmo	18%ls	14%	12%	19%ls	20%ls	19%wx	14%	16%	18%w	17%
Rented from the council	282	-	-	-	282	282	282	-	-	77	191	84	43	12	34	14	50	13	17	7	49	24	50	40	37	80	56
	7%	-	-	-	20%abch	40%abcdh	100%abcdh	-	-	4%	9%i	7%lm	5%	3%	7%lm	6%lm	8%lm	5%	7%	4%	8%	10%qs	7%	5%	7%x	7%x	
Rented from a housing association	426	-	-	-	426	426	-	426	-	140	267	135	54	33	59	16	86	37	18	15	65	25	94	67	77	121	83
	10%	-	-	-	30%abch	60%abcdh	-	100%abcdh	-	7%	13%i	12%lmo	7%	8%	12%lmo	7%	14%lmo	14%lr	7%	8%	11%	10%	12%w	9%	11%	11%	10%
Rented from someone else	704	-	-	-	704	-	-	-	704	365	306	198	64	59	63	48	202	50	25	31	66	65	156	91	124	142	197
	17%	-	-	-	50%abdefg	-	-	-	100%abdefg	19%	15%	17%ln	8%	14%l	13%l	22%lmn	33%klmno	19%st	10%	16%	11%	27%qrst	21%wxy	12%	17%wy	13%	25%wxy
Rent free	89	-	-	-	-	-	-	-	-	40	42	27	11	6	9	6	22	6	5	1	12	5	16	15	7	18	14
	2%	-	-	-	-	-	-	-	-	2%	2%	2%	1%	1%	2%	3%	4%j	2%	2%	2%	2%	2%k	2%	2%	1%	2%	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
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Absolutes/col percents

Table 42  
**What is the highest educational level that you have achieved to date?**  
**Base: All respondents**

	Gender			Age							Age II			Gender + Age							Social Grade				Region													
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	18-34	35-54	55+	Male	Male	Male	Male	Female	Female	Female	Female	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: England
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525
No formal education	21	8	13	1	2	3	2	4	9	5	4	3	5	13	-	1	1	6	1	2	4	6	1	5	8	7	-	1	2	3	3	2	1	1	3	4	2	20
Primary	22	13	9	-	3	5	5	1	9	2	6	3	10	10	-	1	4	8	-	1	6	2	3	6	7	7	1	2	-	4	1	4	2	3	2	-	3	20
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1972	928	1039	160	190	250	355	423	594	319	275	351	605	1016	89	174	273	481	70	174	329	536	252	536	506	678	136	100	220	172	205	169	92	215	201	292	171	1744
University degree or equivalent professional qualification, NVQ level 4, etc.	1383	662	714	144	311	254	234	164	276	146	129	455	488	440	60	189	243	231	84	262	245	207	450	482	237	205	136	43	161	116	101	97	73	125	190	204	134	1173
Higher university degree, doctorate, MBA, NVQ level 5, etc.	560	285	273	61	175	138	77	50	98	36	23	236	215	108	26	112	128	45	35	123	88	63	286	162	59	53	66	16	66	36	42	30	27	37	122	75	43	467
Still in full time education	77	43	34	60	14	1	1	-	-	-	-	74	2	-	35	43	-	-	25	32	2	-	27	29	15	5	7	3	9	7	12	1	1	4	22	4	9	69
Don't know	12	3	9	4	1	2	-	1	5	1	4	4	2	6	-	-	1	2	4	4	1	3	-	6	3	2	3	-	-	-	-	1	-	-	1	1	-	10
Prefer not to answer	24	12	13	3	1	8	5	2	5	2	3	4	13	7	2	3	4	4	1	1	9	3	4	3	8	10	2	1	3	3	5	1	-	4	4	1	1	23

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 43  
**What is the highest educational level that you have achieved to date?**  
**Base: All respondents**

	Housing tenure								Education		O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)						
	Total	NET: Homeowners (a)	Owned outright - without mortgage or loan (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rented from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790
No formal education	21	12	7	5	9	5	2	3	4	-	21	6	2	1	6	1	3	1	1	1	3	1	2	3	3	6	2
Primary	22	10	7	4	12	9	5	4	3	-	22	4	7	-	3	4	-	1	-	5	3	2	4	3	7	5	
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1972	1188	716	472	743	444	184	260	299	-	1972	471	459	159	319	85	321	86	128	64	413	86	245	364	246	697	272
University degree or equivalent professional qualification, NVQ level 4, etc.	1383	953	451	502	400	159	58	101	241	1383	-	457	238	174	120	89	168	109	86	89	137	88	304	216	299	260	316
Higher university degree, doctorate, MBA, NVQ level 5, etc.	560	368	140	227	182	58	19	39	124	560	-	185	90	76	27	37	89	65	37	36	40	55	172	120	154	99	169
Still in full time education	77	24	8	15	47	7	15	25	-	-	16	4	4	1	7	26	8	-	2	6	7	27	13	20	16	20	
Don't know	12	4	3	1	6	3	1	3	-	-	-	3	2	2	-	1	-	1	-	4	-	3	2	4	4	3	
Prefer not to answer	24	12	5	7	12	8	5	2	4	-	6	5	2	4	2	2	2	2	-	3	2	5	3	4	8	3	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

**Table 44**  
**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**  
**Base: All respondents**

	Gender			Age										Gender + Age										Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	18-34	35-54	55+	Male	Male	Male	Male	Female	Female	Female	Female	AB	C1	C2	DE	Scot-land	North	North	York-	West	East	Wales	East-	London	South	South	NET-	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516	
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525	
Yes - responsible for half or more of the items bought	3804	1764	2029	348	658	633	661	628	877	483	394	1005	1294	1505	165	460	617	687	182	539	674	816	946	1148	796	914	328	154	431	325	351	282	188	367	505	541	334	3288	
	93%	90%	96%	80%	94%	96%	97%	97%	92%	94%	89%	89%	96%	94%	78%	88%	94%	88%	83%	90%	98%	99%	92%	93%	94%	95%	94%	92%	93%	95%	95%	92%	96%	93%	93%	94%	92%	93%	
No - not responsible for most of the items bought	267	190	75	86	39	29	18	18	78	29	49	125	47	96	46	63	37	91	38	60	10	5	77	91	47	53	22	13	30	17	17	24	9	27	40	38	237		
	7%	10%	4%	20%	6%	4%	3%	3%	8%	6%	11%	11%	4%	6%	22%	12%	6%	12%	17%	10%	2%	1%	8%	7%	6%	5%	6%	8%	7%	5%	8%	4%	7%	7%	6%	8%	7%		

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

**Table 45**  
**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**  
**Base: All respondents**

	Housing tenure								Education				Q5 Past Vote (2024)					Q1 Future Vote: SUM: Very Likely (9-10)					Q1 Future Vote: SUM: Likely (7-10)					
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)	
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822	
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790	
Yes - responsible for half or more of the items bought	3804	2410	1242	1167	1319	664	266	398	655	1837	1878	1091	95% <sup>top</sup>	745	395	450	205	561	257	243	180	574	220	708	698	680	1036	731
	93%	94%	93%	95%	93%	94%	94%	93%	93%	95%	93%	93%	95%	92%	95%	93%	92%	91%	95%	93%	94%	91%	94%	94%	94%	95%	93%	
No - not responsible for most of the items bought	267	161	95	66	92	44	16	28	48	105	137	53	5%	64	8% <sup>k</sup>	23	32	19	53	14	12	36	22	48	47	49	60	59
	7%	6%	7%	5%	7%	6%	6%	7%	7%	5%	7%	5%	5%	8% <sup>k</sup>	5%	7%	8% <sup>k</sup>	9% <sup>k</sup>	5%	5%	7%	6%	9%	6%	6%	7%	5%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 46  
**How many cars are there in your household?**  
**Base: All respondents**

	Gender			Age								Age II			Gender + Age								Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humberside (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of England (G)	London (H)	South East (I)	South West (J)	NET: England (K)
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525
No cars in the household	767	333	428	110	158	97	125	112	164	82	82	268	222	276	49	119	103	111	61	146	118	164	132	254	85	295	82	36	91	74	64	50	24	50	184	74	39	661
	19%	17%	20%	25%	23%	15%	18%	17%	17%	16%	19%	24%	17%	17%	23%	23%	16%	14%	28%	24%	17%	17%	13%	21%	10%	30%	23%	21%	20%	22%	17%	16%	12%	13%	34%	13%	11%	19%
NET: Any	3305	1621	1676	324	538	565	553	534	790	430	361	862	1119	1324	162	404	550	666	159	453	567	656	890	984	758	672	269	131	369	269	304	256	172	344	361	504	325	2864
	81%	83%	80%	75%	77%	85%	82%	83%	83%	84%	81%	76%	83%	83%	77%	77%	84%	86%	72%	76%	83%	80%	87%	79%	90%	70%	77%	79%	80%	78%	83%	84%	88%	87%	86%	87%	89%	81%
1	2075	1012	1056	162	282	347	316	348	620	330	290	444	663	968	78	200	327	486	82	239	336	481	513	643	423	497	170	90	244	180	160	162	108	205	257	303	196	1797
	51%	52%	50%	37%	40%	52%	47%	54%	65%	64%	65%	39%	49%	60%	37%	38%	50%	62%	28%	40%	49%	59%	50%	52%	50%	49%	54%	53%	53%	44%	53%	55%	52%	47%	52%	52%	54%	51%
2	1013	509	503	127	215	197	181	143	149	81	68	342	379	292	65	168	196	148	62	176	182	145	318	276	278	141	86	32	104	69	109	78	54	112	95	167	106	873
	29%	26%	24%	29%	31%	30%	27%	22%	16%	16%	15%	30%	28%	16%	31%	32%	30%	19%	26%	29%	27%	31%	27%	22%	33%	15%	29%	19%	23%	20%	30%	26%	27%	28%	17%	29%	29%	26%
3+	217	100	117	34	42	21	56	43	21	18	3	76	77	64	19	39	28	33	16	37	49	31	59	66	58	34	12	9	21	20	35	15	10	27	9	34	23	194
	5%	5%	6%	8%	6%	3%	8%	7%	4%	1%	1%	7%	6%	4%	9%	7%	4%	4%	7%	6%	7%	4%	6%	5%	7%	4%	4%	6%	5%	6%	9%	5%	7%	2%	6%	6%	6%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 47  
**How many cars are there in your household?**  
**Base: All respondents**

	Housing tenure										Education		O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)				
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Unweighted base	4067	2652	1518	1134	1334	684	269	415	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822	
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790
No cars in the household	767	249	156	94	501	250	100	150	251	384	219	87	60	74	54	186	65	32	35	94	69	152	88	129	163	184	
	19%	10% <sup>c</sup>	12% <sup>ac</sup>	8%	36% <sup>abc</sup>	35% <sup>abc</sup>	35% <sup>abc</sup>	36% <sup>abc</sup>	18%	19%	19% <sup>km</sup>	11%	14%	15% <sup>ul</sup>	24% <sup>ulmn</sup>	30% <sup>klmn</sup>	24% <sup>st</sup>	13%	18%	15%	28% <sup>rst</sup>	20% <sup>wy</sup>	12%	18% <sup>sw</sup>	15% <sup>w</sup>	23% <sup>wxy</sup>	
NET: Any	3305	2321	1181	1140	910	458	182	276	452	1592	1631	925	721	357	408	169	428	206	223	157	516	174	604	657	600	933	606
	81%	90% <sup>bdefgh</sup>	88% <sup>defgh</sup>	92% <sup>abcdelgh</sup>	64%	65%	65%	64%	82%	81%	81% <sup>sp</sup>	89% <sup>knop</sup>	86% <sup>kop</sup>	85% <sup>kop</sup>	76%	70%	76%	87% <sup>qu</sup>	82% <sup>su</sup>	85% <sup>qu</sup>	72%	80%	88% <sup>wxyz</sup>	82% <sup>z</sup>	85% <sup>wz</sup>	77%	
1	2075	1360	786	575	681	347	146	201	334	990	1044	575	471	220	271	107	253	135	100	339	119	368	413	360	583	374	
	51%	53% <sup>cdgh</sup>	59% <sup>acdefgh</sup>	47%	48%	49%	52%	47%	48%	51%	52%	59% <sup>sp</sup>	58% <sup>kop</sup>	53% <sup>p</sup>	56% <sup>kop</sup>	46%	41%	50%	53%	52%	56%	49%	49%	55% <sup>wxyz</sup>	49%	53% <sup>wz</sup>	
2	1013	794	322	472	191	90	33	58	100	512	472	290	212	120	104	50	136	58	77	47	140	49	193	206	205	286	190
	25%	31% <sup>bdefgh</sup>	24% <sup>defgh</sup>	38% <sup>abcdelgh</sup>	13%	13%	12%	14%	14%	26% <sup>j</sup>	23%	25%	26%	29% <sup>np</sup>	22%	23%	22%	30% <sup>qtu</sup>	24%	23%	20%	25%	28%	28% <sup>z</sup>	26%	24%	
3+	217	167	74	93	38	21	3	17	18	90	115	60	38	17	33	12	40	12	11	11	38	6	44	38	35	64	42
	5%	7% <sup>bdefh</sup>	6% <sup>defh</sup>	8% <sup>bdefgh</sup>	3%	3% <sup>d</sup>	1%	4% <sup>ef</sup>	3%	5%	6%	5%	5%	4%	7%	5%	6%	4%	4%	6%	6% <sup>su</sup>	2%	6%	5%	5%	6%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 48  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Gender			Age										Gender + Age										Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humber (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of London (G)	London (H)	South East (I)	South West (J)	NET: England (K)		
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516		
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525		
NET: White	3417	1644	1762	219	510	540	600	614	934	496	438	729	1141	1549	118	335	554	754	100	386	584	791	702	1032	747	857	321	158	380	300	274	275	185	356	321	513	334	2911		
English	2342	1102	1231	157	313	342	396	432	703	371	332	470	738	1135	85	214	353	535	70	251	382	598	510	684	551	597	32	122	298	244	210	216	50	275	229	406	260	2260		
Welsh	124	62	62	7	26	22	20	26	24	10	14	33	41	50	2	14	17	31	6	19	25	19	31	37	18	38	2	5	7	-	3	95	-	3	6	2	28			
Scottish	257	133	124	11	43	49	49	38	69	39	30	54	98	105	4	19	51	62	6	34	47	43	68	81	49	60	222	63	ABCE	1%	2%	8	5	3	2	4	4	7	3	35
Northern Irish	5	3	2	-	-	1	-	2	2	-	2	-	1	4	-	-	1	2	-	-	-	2	1	-	-	3	-	1	2	1	1	-	-	-	-	-	-	5		
British	509	270	237	22	86	75	97	105	124	69	55	108	173	228	16	63	94	113	6	43	78	116	133	164	94	118	48	25	46	42	42	46	31	58	41	77	53	430		
Irish	23	14	9	2	4	4	3	4	6	3	3	6	7	10	1	5	2	7	1	1	5	3	4	10	3	5	1	2	2	-	1	2	1	2	6	5	2	21		
Irish Traveller or Gypsy	2	1	1	1	1	-	-	-	-	-	2	-	-	-	-	-	1	-	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	2	
Roma	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	
Polish	27	9	17	2	5	10	10	-	-	-	-	7	19	-	1	2	7	-	2	5	12	-	5	6	8	8	3	1	5	3	6	1	1	3	2	-	2	23		
Romanian	22	8	14	2	7	7	4	1	-	-	-	9	11	1	2	2	6	-	7	6	1	4	5	6	7	-	-	3	1	4	3	-	1	6	3	2	22			
Any other White background, please specify	104	42	63	13	26	29	22	9	5	3	2	39	51	14	7	15	22	4	7	24	29	10	27	42	15	20	14	1	11	4	4	4	6	10	31	10	10	85		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



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Absolutes/col percents

Table 48  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Gender		Age								Age II			Gender + Age								Social Grade				Region														
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scot-land (z)	North East (A)	North West (B)	North (C)	York-shire & Humber-lands (D)	West Midlands (E)	East Midlands (F)	Wales (G)	East-ern (H)	London (I)	South East (J)	South West (K)	NET: England (L)	
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525		
NET: Asian or Asian British	218	96	122	50	55	50	38	17	9	8	1	105	88	26	30	51	38	7	20	53	50	19	71	61	44	42	4	3	25	19	37	15	3	6	73	28	4	211		
	5%	5%	6%	12%	8%	8%	6%	3%	1%	2%	1%	9%	7%	2%	14%	10%	6%	1%	9%	9%	7%	2%	7%	5%	5%	4%	1%	2%	6%	6%	10%	2%	2%	2%	54%	13%	2%	6%	21%	
				2%ghj	1%ghi	1%ghj	1%ghi	1%h	1%j	1%h	1%j	1%lm	1%lm	1%tu	14%ppqs	10%ppq	6%qu	1%	9%qu	9%ppq	7%qu	2%qu	7%wy	5%	5%	4%	1%	2%	6%zFGJ	6%zFGJ	10%zABCE%zGJ	2%	2%	2%	54%	13%zABCE	5%zGJ	1%	6%zAFGJ	
Bangladeshi	25	13	12	7	9	6	3	-	-	-	-	16	9	-	4	9	3	-	3	6	5	-	4	9	5	7	-	-	3	1	6	1	1	2	10	1	-	24		
	1%	1%	1%	2%ghj	1%ghi	1%ghj	1%ghi	-	-	-	-	1%lm	1%lm	-	4%qu	4%qu	2%qu	-	1%qu	1%qu	1%qu	-	1%	1%	1%	-	-	-	1%	-	2%zJ	1%	1%	-	10	1	-	24		
Indian	72	33	39	15	13	16	14	7	5	5	-	28	33	11	8	11	16	5	6	16	16	6	25	26	13	8	1	3	9	7	4	6	1	1	29	10	-	69		
	2%	2%	2%	3%ghj	2%hi	3%ghj	2%hi	1%	1%	-	-	2%lm	2%lm	1%	4%qu	2%qu	2%qu	1%	3%qu	3%qu	2%qu	1%	2%y	2%y	1%	1%	-	2%J	2%GJ	2%GJ	1%J	2%zGJ	1%	1%	29	10	-	69		
				3%ghj	2%hi	3%ghj	2%hi	1%	1%	-	-	2%lm	2%lm	1%	4%qu	2%qu	2%qu	1%	3%qu	3%qu	2%qu	1%	2%y	2%y	1%	1%	-	2%J	2%GJ	2%GJ	1%J	2%zGJ	1%	1%	29	10	-	69		
Pakistani	84	36	48	17	23	21	19	5	-	-	-	40	39	5	9	20	16	-	7	20	23	5	28	15	25	15	2	1	8	9	27	2	1	2	16	14	1	81		
	2%	2%	2%	4%ghj	3%ghi	3%ghj	3%ghi	1%h	-	-	-	4%lm	3%lm	1%	4%qu	4%qu	2%qu	-	3%qu	3%qu	3%qu	1%qu	3%w	1%	3%w	2%	2	1	2	2	3	3	2	16	14	1	81			
				4%ghj	3%ghi	3%ghj	3%ghi	1%h	-	-	-	4%lm	3%lm	1%	4%qu	4%qu	2%qu	-	3%qu	3%qu	3%qu	1%qu	3%w	1%	3%w	2%	2	1	2	2	3	3	2	16	14	1	81			
Sri Lankan	10	4	6	2	3	-	-	2	2	2	-	6	-	4	2	4	-	-	2	-	-	4	3	1	-	5	-	-	1	1	-	1	-	-	6	1	-	10		
	0%	0%	0%	1%	1%	-	-	2%	2%	2%	-	1%	-	1%	1%ppt	1%ppt	-	-	1%	-	-	1%	3	1	-	1%kx	-	-	1	1	-	1	-	-	6	1	-	10		
				1%	1%	-	-	2%	2%	2%	-	1%	-	1%	1%ppt	1%ppt	-	-	1%	-	-	1%	3	1	-	1%kx	-	-	1	1	-	1	-	-	6	1	-	10		
Any other Asian background, please specify	29	11	18	9	7	5	2	3	2	1	1	16	7	6	6	7	2	2	3	9	5	4	10	10	1	7	1	-	5	1	-	5	-	1	12	1	3	28		
	1%	1%	1%	2%ghj	1%	1%	1%	1%	1%	1%	1%	1%lm	1%	1%	3%ppqtu	1%q	1%	1%	1%q	1%ppq	1%	1%	1%kx	1%kx	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	12	1	3	28	
				2%ghj	1%	1%	1%	1%	1%	1%	1%	1%lm	1%	1%	3%ppqtu	1%q	1%	1%	1%q	1%ppq	1%	1%	1%kx	1%kx	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	12	1	3	28
NET: Black, Black British, Caribbean or African	132	73	59	42	48	22	11	8	1	-	-	90	32	9	23	49	17	6	19	41	15	3	67	36	11	17	3	1	12	4	19	4	3	5	59	16	5	126		
	3%	4%	3%	10%efghi	7%efghj	3%efghi	2%hi	1%hi	1%	-	-	8%lm	2%lm	1%	11%ppqtu	9%ppqtu	3%qu	1%	9%ppqtu	7%ppqtu	2%qu	1%	7%wxy	3%x	1%	2%	1%	1%	3%	4%	19	4	3	5	59	16	5	126		
				10%efghi	7%efghj	3%efghi	2%hi	1%hi	1%	-	-	8%lm	2%lm	1%	11%ppqtu	9%ppqtu	3%qu	1%	9%ppqtu	7%ppqtu	2%qu	1%	7%wxy	3%x	1%	2%	1%	1%	3%	4%	19	4	3	5	59	16	5	126		
African	84	47	37	33	31	15	6	-	-	-	-	64	20	-	17	36	12	-	16	28	9	-	54	17	7	6	3	1	7	3	12	2	2	2	39	13	1	80		
	2%	2%	2%	8%defghj	4%efghi	2%efghi	1%ghi	-	-	-	-	6%lm	2%lm	-	8%ppqtu	5%ppqtu	2%qu	-	7%ppqtu	5%ppqtu	1%qu	-	5%wxy	1%	1%	1%	1%	1%	2%	1%	3%zCEGJ	1%	1%	1%	39	13	1	80		
				8%defghj	4%efghi	2%efghi	1%ghi	-	-	-	-	6%lm	2%lm	-	8%ppqtu	5%ppqtu	2%qu	-	7%ppqtu	5%ppqtu	1%qu	-	5%wxy	1%	1%	1%	1%	1%	2%	1%	3%zCEGJ	1%	1%	1%	39	13	1	80		
Caribbean	38	19	19	5	15	6	4	8	1	-	1	19	10	9	1	9	4	6	3	11	5	3	11	17	1	9	-	-	4	1	7	2	1	2	15	3	2	37		
	1%	1%	1%	1%hi	2%hij	1%hi	1%	1%hi	1%	-	1%	2%lm	1%	1%	1%	2%u	1%	1%	1%	1%	2%u	1%	1%	1%kx	1%kx	1%	1%	-	-	1%	1%	2%zCI	1%	1%	1%	15	3	2	37	
				1%hi	2%hij	1%hi	1%	1%hi	1%	-	1%	2%lm	1%	1%	1%	2%u	1%	1%	1%	1%	2%u	1%	1%	1%kx	1%kx	1%	1%	-	-	1%	1%	2%zCI	1%	1%	1%	15	3	2	37	
Any other Black, Black British, Caribbean or African background, please specify	9	6	3	4	3	1	1	-	-	-	-	7	2	-	4	5	1	-	-	2	1	-	3	2	2	2	-	-	1	-	-	-	-	1	5	1	2	9		
	0%	0%	0%	1%ghi	1%	1%	1%	-	-	-	-	1%lm	1%	-	2%ppqtu	1%qu	1%	-	-	2	1	-	3	2	2	2	-	-	1	-	-	-	-	1	5	1	2	9		
				1%ghi	1%	1%	1%	-	-	-	-	1%lm	1%	-	2%ppqtu	1%qu	1%	-	-	2	1	-	3	2	2	2	-	-	1	-	-	-	-	1	5	1	2	9		
NET: Mixed or multiple ethnic groups	105	55	50	24	31	26	17	4	2	2	-	56	43	6	12	32	21	2	12	23	22	4	40	31	17	17	4	1	19	7	15	3	2	16	26	8	5	99		
	3%	3%	2%	6%ghj	4%ghi	4%ghj	3%ghi	1%	1%	-	-	5%lm	3%lm	1%	6%qu	6%ppqtu	3%qu	1%	6%qu	4%qu	3%qu	1%	4%xy	2%	2%	2%	1%	1%	4%zAEU	2%	4%zAEU	1%	1%	1%	4%zAEU	26	8	5	99	
				6%ghj	4%ghi	4%ghj	3%ghi	1%	1%	-	-	5%lm	3%lm	1%	6%qu	6%ppqtu	3%qu	1%	6%qu	4%qu	3%qu	1%	4%xy	2%	2%	2%	1%	1%	4%zAEU	2%	4%zAEU	1%	1%	1%	4%zAEU	26	8	5	99	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
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Table 48  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Gender			Age							Age II		Gender + Age								Social Grade					Region												
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humberside (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of London (G)	London (H)	South East (I)	South West (J)	NET: England (K)
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525
Asian and White	49	25	23	13	14	12	8	1	1	1	27	20	2	6	14	11	-	7	13	9	2	16	13	7	12	2	1	8	1	5	1	-	12	3	145	3	2	46
	1%	1%	1%	3%ghj	2%ghj	2%ghj	1%ghj	-	-	-	2%lm	1%lm	-	3%qu	3%qu	2%qu	-	3%qu	2%qu	1%qu	-	2%	1%	1%	1%	1%	-	2%l	-	1%	-	-	3%zCEFI	2%CEFI	-	1%	-	1%
Black African and Asian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Black African and White	22	14	8	6	10	4	2	-	-	-	16	5	-	2	11	4	-	4	6	2	-	10	8	2	2	-	-	5	3	2	-	1	-	7	2	2	2	21
	1%	1%	-	1%ghj	1%ghj	1%h	-	-	-	-	1%lm	1%lm	-	1%qu	2%pqu	1%qu	-	2%qu	1%qu	-	-	1%xy	1%	-	-	-	-	-	1%zG	1%	1%	-	1	-	1%zG	-	-	-
Black Caribbean and Asian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Black Caribbean and White	19	9	10	3	3	8	3	2	1	1	6	11	3	1	2	6	1	2	4	5	2	8	4	6	1	-	-	2	3	3	2	1	4	4	1	-	19	
	-	-	-	1%	-	1%hij	-	-	-	-	1%	1%lm	-	1%	1%	1%q	-	1%	1%	1%	-	1%y	-	1%y	-	-	-	-	1%	1%	1%	-	1%	1%	-	-	-	1%
Any other mixed or multiple backgrounds, please specify	15	7	9	3	4	2	5	1	1	1	6	7	1	3	5	1	1	-	1	7	1	6	5	2	2	2	-	3	-	4	-	1	-	2	2	1	13	
	-	-	-	1%	1%	-	1%h	-	-	-	1%lm	1%lm	-	1%ppu	1%ppu	-	-	-	-	-	1%ppu	1	1%	5	2	2	2	-	1%	-	1%COL	-	-	-	-	-	-	
NET: Another ethnic group	158	62	95	82	47	16	6	2	5	4	1	129	22	7	20	41	15	6	62	86	7	1	54	66	12	26	13	4	20	11	17	4	2	8	58	10	11	143
	4%	3%	4%	19%defgh	7%efghij	2%ghij	1%	-	1%	1%	11%lm	2%lm	-	10%pptu	8%pptu	2%qu	1%u	28%nopq	14%opqtu	1%u	-	5%xy	5%xy	12	3%	4%	2%	4%EF	3%	5%EF	1%	1%	2%	11%zABCD	2%	3%	4%EF	
				ij	j													stu																				
Chinese	129	48	80	74	39	11	2	1	1	1	114	14	2	17	34	12	2	57	78	2	-	50	58	9	13	13	3	15	10	13	4	2	7	47	8	7	114	
	3%	2%	4%a	17%defgh	6%efghij	2%ghij	-	-	-	-	10%lm	1%lm	-	8%pptu	7%pptu	2%qu	-	26%nopq	13%opqtu	-	-	5%xy	5%xy	1%	1%	4%l	2%	3%l	3%	4%l	1%	1%	2%	9%zABCD	1%	2%	3%EI	
				ij	j													stu																				
Arab	13	3	9	5	4	2	-	2	2	-	9	2	2	1	1	-	2	3	7	2	-	1	2	1	8	-	-	2	-	1	-	-	1	7	-	1	13	
	-	-	-	1%ghj	1%	-	-	-	-	-	1%lm	-	-	1%u	-	-	-	2%ppu	1%ppu	-	-	-	-	-	1%sw	-	-	1%	-	-	-	-	-	1%zCIL	-	-	-	
Any other ethnic group, please specify	16	11	5	3	4	3	3	1	2	1	7	6	4	2	6	3	3	1	1	3	1	3	6	2	6	-	1	2	2	3	-	-	-	4	3	3	16	
	-	1%	-	1%	1%	-	-	-	-	-	1%	1%	-	1%	1%u	-	-	1%	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	1%	-	-	1%	-	
Prefer not to say	41	25	17	16	6	8	7	1	4	1	2	21	15	5	9	14	9	2	7	8	6	3	9	12	13	7	6	-	5	2	6	5	1	2	7	3	5	34
	1%	1%	1%	4%defgh	1%	1%gh	1%	-	-	-	2%lm	1%lm	-	4%ppqu	3%qu	1%qu	-	3%qu	1%qu	1%	-	1%	1%	2%	1%	2%	-	1%	-	2%	2%	1%	1%	1%	1%	1%	1%	
				ij																																		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 49  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Housing tenure										Education					O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)				
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)			
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822			
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790			
NET: White	3417	2275	1222	1053	1077	564	240	324	513	1539	1828	953	723	366	459	182	446	203	210	167	569	192	578	613	588	989	624			
English	2342	1586	904	692	707	399	168	231	308	945	1366	635	566	233	375	121	285	124	160	107	471	104	355	472	362	797	385			
Welsh	124	73	35	38	50	21	9	13	25	61	44	13	15	10	6	13	9	5	11	11	25	12	24	22	28	28				
Scottish	257	182	78	104	74	49	32	17	26	137	116	71	29	21	14	4	29	11	4	9	15	9	40	20	50	43	38			
Northern Irish	5	2	1	1	3	1	1	1	2	2	3	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
British	509	351	183	168	139	67	19	49	72	283	220	172	101	78	55	40	36	50	37	32	59	51	126	81	113	100	130			
Irish	23	13	7	6	10	4	1	3	6	14	6	9	5	2	4	2	2	1	1	3	4	4	4	5	6	5	6			
Irish Traveller or Gypsy	2	-	-	-	2	2	1	1	-	1	-	-	-	-	1	-	1	-	-	-	-	-	1	1	-	-	-			
Roma	1	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-			
Polish	27	7	-	7	20	6	2	4	14	13	12	2	3	-	-	1	17	-	1	1	-	-	-	5	2	1	5			
Romanian	22	4	-	4	18	1	1	-	17	10	10	3	-	4	-	-	13	-	-	3	-	2	5	4	5	4	5			
Any other White background, please specify	104	46	14	33	55	14	7	7	41	70	31	16	7	12	2	6	49	6	4	9	10	12	21	12	24	16	24			
NET: Asian or Asian British	218	130	54	75	79	27	12	15	52	120	86	66	30	13	19	39	16	13	9	14	13	48	37	40	27	56				

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 49  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Housing tenure										Education		O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)					
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)	
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790	
Bangladeshi	25	10	5	5	12	9	6	3	11	12	6	2	-	1	7	3	1	-	-	1	1	7	3	7	3	12	2%wy	
Indian	72	55	25	30	16	-	-	-	16	49	19	20	17	7	3	8	6	5	3	5	3	17	14	11	8	20	3%y	
Pakistani	84	53	19	34	25	11	10	14	42	36	25	6	4	-	5	16	7	2	6	6	8	19	11	18	12	20	3%y	
Sri Lankan	10	6	2	4	4	3	2	1	3	5	3	2	-	1	-	1	1	3	-	1	3	3	2	2	2	2	-	
Any other Asian background, please specify	29	6	4	2	23	5	2	2	18	15	14	8	3	3	-	13	1	3	-	-	-	3	7	2	1	2	-	
NET: Black, Black British, Caribbean or African	132	67	23	44	62	22	7	14	40	97	27	52	18	14	4	6	30	30	13	6	11	54	32	36	25	35	4%y	
African	84	36	14	23	45	17	4	13	28	68	11	40	8	5	2	-	22	25	7	4	5	44	22	23	15	18	2%	
Caribbean	38	27	7	20	11	3	3	-	8	25	10	10	7	7	1	5	3	3	2	6	10	8	7	9	9	16	2%y	
Any other Black, Black British, Caribbean or African background, please specify	9	4	3	1	5	1	-	1	4	4	5	2	3	2	-	1	2	3	-	-	-	2	3	3	1	2	-	
NET: Mixed or multiple ethnic groups	105	44	10	34	59	31	10	21	28	60	39	41	18	9	9	7	18	9	14	5	4	13	27	24	28	18	3%y	
Asian and White	49	24	3	21	24	14	7	7	10	32	13	20	8	4	5	3	6	5	6	3	2	7	13	10	13	6	16	2%y
Black African and Asian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 49  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Housing tenure				Education						O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)						
	NET: Homeowners (a)	Owned outright - without mortgage or loan (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rented from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)	
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790
Black African and White	22 1%	7	3	4	14 1%abc	7 1%ab	2 1%	5 1%abc	7 1%ab	13 1%	8	6 1%	6 1%	3 1%	2	-	4 1%	3 1%	4 2%	1 1%	1	1	8 1%	9 1%	8 1%	8 1%	8 1%
Black Caribbean and Asian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Black Caribbean and White	19	6	3	4	11 1%ab	8 1%abc	1	7 2%abcdh	3	6 1%	13	10	1	2 1%	2	1	-	1	1	1	1	2 1%	3	2	2	2	5 1%
Any other mixed or multiple backgrounds, please specify	15	6	1	5	9 1%abe	2	2	8 1%ab	8	4	4	4	3	-	1	7 1%mn	2	3	1	-	3	4	3	4	4	1	9 1%
NET: Another ethnic group	158 4%	39 2%	18 1%	22 2%	109 8%abcf	54 8%abcf	11 4%abc	43 10%abcef	56 8%abcf	108 6%	18	22	15	14	4	9 11%klmno	67 11%klmno	10 4%	4	5	9	8	42 6%y	34 5%	33 5%	34 3%	33 4%
Chinese	129 3%	28 1%	10 1%	17 1%	94 7%abcf	45 6%abcf	4 1%	41 10%abdef	49 7%abcf	89 5%	11	17	12	8	3	8 9%klmno	56 9%klmno	7 3%	4	2	2	6 1%	33 4%y	31 4%y	27 4%	28 3%	26 3%
Arab	13	2	-	2	10 1%ab	8 1%abg	6	1 2%abcdgh	3	7	4	3	1	2	-	3 1%	2	-	-	-	2	6 1%y	3	3	2	1	3
Any other ethnic group, please specify	16	9	7	2	5	1	1	4	13	3	2	1	3	1	1	8 1%kl	1	-	1	1	-	3	-	4	5	4	
Prefer not to say	41 1%	15 1%	10	6	25 2%abc	10 1%ac	1	9 2%abc	15 2%abc	19	17	11	4	1	1	13 2%klmn	2	1	1	3	2	8 1%	6 1%	5 1%	4	3	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 50  
**To which of the following religious groups do you consider yourself to be a member of?**  
**Base: All respondents**

	Gender			Age							Age II			Gender + Age							Social Grade										Region									
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (m)	Male 18-24 (n)	Male 19-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 19-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humberside (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of England (G)	London (H)	South East (I)	South West (J)	NET: England (L)			
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516		
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525		
Christian	1811	879	929	144	231	234	289	306	606	308	298	375	523	914	91	205	251	423	53	168	272	488	448	555	392	416	140	89	223	137	178	130	75	164	243	268	167	1597		
	44%	45%	44%	33%	33%	35%	43%	48%	63%	60%	67%	33%	39%	57%	43%	39%	38%	54%	24%	28%	40%	59%	44%	46%	43%	40%	52%	48%	40%	49%	43%	43%	42%	45%	46%	46%	45%	45%		
NET: Other	346	151	194	77	69	71	60	33	36	22	15	146	131	69	34	64	61	26	43	81	70	43	100	94	72	80	13	8	32	36	49	18	10	18	95	51	15	323		
	8%	8%	9%	18%	10%	11%	9%	5%	4%	4%	3%	13%	10%	4%	16%	9%	3%	19%	14%	10%	5%	10%	8%	9%	8%	4%	5%	7%	10%	13%	6%	5%	5%	18%	9%	4%	9%	4%		
Muslim	162	72	89	38	39	41	33	8	3	2	1	77	74	11	19	37	31	4	19	39	43	7	50	41	34	37	3	2	21	16	37	6	2	7	49	18	1	157		
	4%	4%	4%	9%	6%	6%	5%	1%	*	*	*	7%	6%	1%	9%	7%	5%	1%	9%	7%	6%	1%	5%	3%	4%	4%	1%	1%	5%	5%	10%	2%	1%	9%	3%	4%	4%	4%		
Hindu	37	17	19	14	6	5	7	1	3	3	-	20	12	5	7	8	6	3	7	12	6	1	17	11	5	4	-	1	3	-	-	2	-	1	19	10	1	37		
	1%	1%	1%	3%	1%	1%	1%	*	1%	-	2%	1%	3%	2%	1%	1%	3%	2%	1%	3%	1%	2%	1%	1%	1%	*	-	1%	-	-	1%	-	1%	19%	10%	1%	1%			
Jewish	31	13	18	1	7	4	3	5	11	2	9	8	7	15	-	6	4	4	1	3	4	12	7	10	8	6	1	-	4	3	1	1	1	2	8	6	3	29		
	1%	1%	1%	*	1%	1%	*	1%	1%	2%	1%	1%	1%	1%	*	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	*	1%	2%	1%	1%	1%	1%			
Sikh	13	7	6	-	4	5	4	1	-	-	4	9	1	-	1	5	1	-	2	3	-	2	2	5	4	1	-	1	2	3	1	-	-	1	3	-	12			
	7%	7%	7%	1%	1%	1%	1%	-	-	-	4%	1%	1%	-	1%	1%	1%	-	2%	3%	-	2%	2%	5%	4%	1%	-	1%	2%	3%	1%	-	-	1%	3%	-	1%			
Buddhist	37	19	18	10	5	4	7	8	4	2	2	15	10	12	3	4	8	7	7	10	3	5	14	9	4	11	2	1	-	4	1	4	5	4	10	5	3	31		
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
Other	66	22	43	14	9	13	6	9	15	13	2	23	19	25	5	7	8	7	8	14	11	18	10	21	16	19	6	4	3	11	7	5	3	3	8	9	7	57		
	2%	1%	2%	3%	1%	2%	1%	1%	2%	1%	2%	1%	2%	3%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	2%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	2%		
None	1855	893	955	198	384	345	321	302	306	180	126	582	666	608	80	240	330	324	117	336	334	284	465	568	366	457	192	72	199	168	132	153	109	205	197	253	177	1555		
	46%	46%	45%	46%	55%	52%	47%	47%	32%	28%	52%	50%	38%	38%	46%	50%	42%	53%	56%	49%	35%	45%	46%	43%	47%	55%	43%	43%	49%	36%	50%	55%	52%	36%	44%	49%	44%			
Prefer not to say	59	31	27	14	13	12	9	4	7	3	4	27	21	11	6	14	12	5	8	13	8	5	10	21	13	14	6	-	7	2	8	5	3	7	10	7	4	50		
	1%	2%	1%	3%	2%	2%	1%	1%	1%	1%	2%	2%	1%	3%	3%	2%	1%	4%	2%	1%	1%	1%	2%	2%	1%	2%	2%	-	2%	1%	2%	2%	2%	2%	2%	1%	1%	1%		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 51  
**To which of the following religious groups do you consider yourself to be a member of?**  
**Base: All respondents**

	Housing tenure										Education		O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)							
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)			
Unweighted base	4067	2652	1518	1134	1334	684	269	415	1966	2006	1284	651	352	538	272	616	304	210	180	637	285	811	656	705	1106	822				
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790			
Christian	1811	1238	737	501	540	308	128	180	232	792	981	432	535	185	260	82	211	129	165	87	341	62	304	475	64%vvyz	311	592	54%vwxz	241	30%
NET: Other	346	194	86	107	139	69	27	41	70	200	129	106	39	27	23	37	50	27	14	15	28	32	84	51	72	66	90			
Muslim	162	90	34	57	62	34	14	21	27	92	63	54	12	9	4	16	30	13	8	6	8	13	45	24	32	21	45			
Hindu	37	28	8	20	7	1	1	-	6	31	4	12	9	2	3	1	2	1	3	2	2	10	8	11	7	12				
Jewish	31	22	15	7	7	-	-	-	7	19	12	7	7	5	4	2	3	2	2	4	-	6	7	8	8	3				
Sikh	13	13	8	5	-	-	-	-	6	5	4	6	-	1	1	1	3	3	-	2	-	1%jz	3	2	2	2				
Buddhist	37	11	8	3	26	12	5	7	14	25	12	13	2	4	2	6	4	-	4	4	8	8	5	9	8	12				
Other	66	29	14	15	37	21	8	13	15	28	32	16	5	3	10	9	10	2	-	9	9	8	4	9	20	16				
None	1855	1108	496	613	705	324	126	198	381	925	877	594	224	203	195	122	343	112	74	90	237	144	359	210	341	431	448			
Prefer not to say	59	31	18	12	27	8	1	7	20	25	28	13	10	3	4	2	10	3	2	-	4	5	9	5	6	12				

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 52  
 Which of the following best describes where you live?  
 Base: All respondents

	Gender			Age							Age II			Gender + Age								Social Grade				Region															
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humberside (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of England (G)	London (H)	South East (I)	South West (J)	NET: England (K)			
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516			
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525			
NET: Urban	3293	1592	1690	398	621	570	531	500	673	365	308	1019	1101	1173	194	475	544	573	202	537	555	598	866	1004	661	762	271	136	406	274	321	213	134	275	539	451	270	2888			
	81%	81%	80%	92% <sub>ij</sub>	89% <sub>kl</sub>	86% <sub>lm</sub>	78% <sub>no</sub>	77% <sub>pq</sub>	70%	71%	70%	90% <sub>rs</sub>	82% <sub>tu</sub>	73%	92% <sub>vw</sub>	91% <sub>xy</sub>	83% <sub>z</sub>	74%	92% <sub>AB</sub>	90% <sub>CD</sub>	81% <sub>EF</sub>	73%	85% <sub>GH</sub>	81%	78%	77% <sub>IK</sub>	77% <sub>LM</sub>	81% <sub>NO</sub>	81% <sub>OP</sub>	80% <sub>QR</sub>	80% <sub>ST</sub>	87% <sub>UV</sub>	70%	68%	70%	99% <sub>WX</sub>	78% <sub>YZ</sub>	74%	82% <sub>ABC</sub>	82% <sub>DEF</sub>	74% <sub>GHI</sub>
Urban - Population over 10,000	1856	970	878	303	380	294	287	260	331	190	142	683	581	592	158	349	306	316	144	330	275	274	540	601	331	384	174	71	206	149	186	92	66	114	466	202	129	1616			
	46%	50% <sub>a</sub>	42%	70% <sub>cd</sub>	55% <sub>ef</sub>	44% <sub>gh</sub>	42% <sub>ij</sub>	40% <sub>kl</sub>	35%	37%	32%	60% <sub>mn</sub>	43% <sub>op</sub>	37%	75% <sub>qr</sub>	67% <sub>st</sub>	47% <sub>uv</sub>	41% <sub>w</sub>	65% <sub>xy</sub>	55% <sub>z</sub>	40% <sub>AA</sub>	33%	53% <sub>BB</sub>	48% <sub>CC</sub>	39%	40%	55% <sub>DD</sub>	42% <sub>EE</sub>	45% <sub>FF</sub>	44% <sub>GG</sub>	51% <sub>HH</sub>	30%	33%	29%	86% <sub>II</sub>	35%	36%	46% <sub>JK</sub>			
Town and Fringe	1437	622	812	95	242	276	243	240	342	175	166	337	519	581	36	126	239	257	59	207	280	324	326	404	330	377	97	66	202	125	135	121	68	161	73	249	141	1272			
	35%	32%	39% <sub>a</sub>	22%	35% <sub>c</sub>	42% <sub>cd</sub>	36% <sub>c</sub>	37% <sub>c</sub>	36% <sub>c</sub>	34% <sub>c</sub>	38% <sub>c</sub>	30%	39% <sub>k</sub>	36% <sub>kl</sub>	17%	24% <sub>ln</sub>	36% <sub>lm</sub>	33% <sub>no</sub>	27% <sub>np</sub>	35% <sub>nor</sub>	41% <sub>noqr</sub>	39% <sub>noqr</sub>	32%	33%	39% <sub>vw</sub>	39% <sub>vw</sub>	28% <sub>h</sub>	39% <sub>zh</sub>	44% <sub>zCDF</sub>	36% <sub>zH</sub>	37% <sub>zH</sub>	40% <sub>zH</sub>	35% <sub>H</sub>	41% <sub>zHL</sub>	13%	43% <sub>zFHL</sub>	39% <sub>zH</sub>	36% <sub>zH</sub>			
NET: Rural	778	362	415	35	75	92	148	148	282	147	135	111	240	428	18	48	109	205	18	61	130	223	156	234	183	205	79	31	53	68	47	93	62	118	6	127	94	637			
	19%	19%	20%	8%	11%	14% <sub>c</sub>	22% <sub>cde</sub>	23% <sub>cde</sub>	30% <sub>cdef</sub>	29% <sub>cdef</sub>	30% <sub>cdef</sub>	10%	18% <sub>k</sub>	27% <sub>kl</sub>	8%	9%	17% <sub>nos</sub>	26% <sub>nos</sub>	8%	10%	19% <sub>nos</sub>	27% <sub>nos</sub>	15%	19% <sub>v</sub>	22% <sub>v</sub>	21% <sub>v</sub>	23% <sub>BDHL</sub>	19% <sub>BH</sub>	11% <sub>H</sub>	20% <sub>BDH</sub>	13% <sub>H</sub>	30% <sub>zABC</sub>	32% <sub>zABC</sub>	30% <sub>zABCD</sub>	11%	22% <sub>BDHL</sub>	26% <sub>BDHL</sub>	19% <sub>BDH</sub>			
Village	687	322	364	30	69	85	135	126	242	126	116	99	220	368	13	41	100	180	18	57	119	187	137	204	159	187	60	29	47	65	38	89	52	106	5	119	78	575			
	17%	16%	17%	7%	10%	13% <sub>c</sub>	20% <sub>cde</sub>	19% <sub>cde</sub>	25% <sub>cdef</sub>	25% <sub>cdef</sub>	26% <sub>cdef</sub>	9%	16% <sub>k</sub>	23% <sub>kl</sub>	6%	8%	15% <sub>nos</sub>	23% <sub>nos</sub>	8%	10%	17% <sub>nos</sub>	23% <sub>nos</sub>	13%	17% <sub>v</sub>	19% <sub>v</sub>	19% <sub>v</sub>	17% <sub>BDH</sub>	17% <sub>BDH</sub>	10% <sub>H</sub>	19% <sub>BDH</sub>	10% <sub>H</sub>	29% <sub>zABC</sub>	27% <sub>zABC</sub>	27% <sub>zABCD</sub>	1%	21% <sub>BDHL</sub>	21% <sub>BDHL</sub>	16% <sub>BDH</sub>			
Hamlet & Isolated Dwelling	91	41	51	5	7	7	13	20	40	20	19	12	20	60	5	7	9	24	-	4	11	36	20	30	23	19	19	2	6	4	9	4	10	12	1	8	16	62			
	2%	2%	2%	1%	1%	1%	2%	3% <sub>cde</sub>	4% <sub>cdef</sub>	4% <sub>cdef</sub>	4% <sub>cdef</sub>	1%	1%	4% <sub>kl</sub>	2% <sub>r</sub>	1%	1%	3% <sub>spr</sub>	-	1%	2%	4% <sub>oprst</sub>	2%	2%	3%	2%	6% <sub>ABCDE1</sub>	1% <sub>H</sub>	1%	1%	2% <sub>H</sub>	1% <sub>H</sub>	5% <sub>BCEHI</sub>	3% <sub>HL</sub>	-	1% <sub>H</sub>	4% <sub>BCEHI</sub>	2% <sub>HL</sub>			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
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Table 53  
**Which of the following best describes where you live?**  
**Base: All respondents**

	Housing tenure							Education			O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)					
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)
Unweighted base	4067	2652	1518	1134	1334	684	269	415	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	614	271	255	192	610	243	756	745	729	1096	790
NET: Urban	3293	2018	975	1044	1204	595	236	359	609	1599	1588	975	599	317	385	192	239	196	138	475	220	661	574	581	852	666
Urban - Population over 10,000	1856	1038	516	521	778	375	152	223	403	993	784	578	306	180	173	316	171	104	86	224	150	431	317	357	443	426
Town and Fringe	1437	981	459	522	427	220	84	136	206	606	804	397	293	137	211	76	199	68	52	251	70	231	257	224	410	240
NET: Rural	778	552	362	190	207	113	45	67	95	343	428	170	209	101	98	31	99	32	59	135	22	95	171	148	243	124
Village	687	487	317	169	190	108	41	66	82	298	384	152	180	87	88	26	92	31	56	51	120	18	85	153	130	209
Hamlet & Isolated Dwelling	91	66	45	21	17	5	4	1	12	46	44	18	29	14	10	5	7	1	3	3	15	4	9	19	18	34
	2%	3%cddeg	3%aacdegh	2%ig	1%g	1%g	2%	*	2%g	2%	2%	2%	2%	4%kp	3%p	2%	2%	1%	*	1%	2%	2%iq	2%	1%	2%	3%v

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 54  
 Please indicate which of the following best describes your current working status.  
 Base: All respondents

	Gender			Age										Age II										Gender + Age										Social Grade										Region									
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	75+ (i)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 35-54 (o)	Male 55+ (p)	Female 18-24 (q)	Female 35-54 (r)	Female 55+ (s)	18-24 (t)	35-54 (u)	55+ (v)	AB (w)	C1 (x)	C2 (y)	DE (z)	Scotland (aa)	North East (ab)	North West (ac)	Yorkshire & Humberside (ad)	West Midlands (ae)	East Midlands (af)	Wales (ag)	East-ern (ah)	London (ai)	South East (aj)	South West (ak)	NET: England (al)															
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516															
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525															
NET: Working	2378	1205	1167	220	593	552	530	369	114	95	19	813	1082	483	117	393	568	244	102	415	513	239	729	777	528	345	213	80	263	185	211	172	109	231	375	338	202	2056															
	58%	62%b	55%	51%hj	85%ctgh	83%ctgh	78%cgih	57%hij	12%j	18%hj	4%	72%km	81%kml	30%	55%qu	75%nqrs	87%noqr	31%	47%qu	69%nqr	75%nqrs	29%	71%swxy	63%xy	63%xy	36%	61%A	48%	61%A	57%A	54%	57%A	56%	59%A	59%A	58%A	58%A																
NET: Employed	2166	1105	1057	205	568	504	485	327	77	69	8	772	989	404	109	377	525	203	95	393	463	201	687	694	468	316	201	73	242	166	196	151	96	207	349	304	180	1868															
	53%	57%b	50%	47%hij	81%ctefg	76%cogh	71%cgih	51%hij	8%	14%hj	2%	68%km	74%kml	25%	52%qu	72%nqrs	80%noqr	26%	43%qu	66%nqr	68%nqr	24%	67%swxy	56%xy	55%xy	33%	57%ACEJ	43%	52%	48%	53%A	49%	49%	53%	53%	53%	53%A																
Working full time - working 30 hours per week or more	1659	963	695	140	478	426	376	209	29	28	2	618	803	238	76	315	493	155	64	303	308	83	602	537	333	186	167	63	184	118	150	117	78	156	271	229	127	1415															
	41%	49%b	33%	32%hij	69%ctgh	64%ctgh	55%cgih	32%hij	3%	5%hj	*	55%km	60%kml	15%	36%qu	60%nqrs	75%noqr	20%su	29%qu	51%nqr	45%nqr	10%	59%swxy	43%xy	40%xy	19%	48%ABCE	38%	40%	34%	41%	38%	40%	40%	50%ABCD	40%	35%	40%CJ															
Working part-time - working between 8 and 29 hours per week	507	141	361	65	89	78	109	118	48	42	7	154	187	166	33	62	31	48	32	89	155	117	85	157	135	130	35	9	58	48	46	34	18	52	78	53	454																
	12%	7%	17%a	15%hij	13%hij	12%hij	18%ehij	18%dehij	5%	8%hj	1%	14%km	14%kml	10%	16%qu	12%pq	9%	8%	14%pq	15%pq	2%	23%opqr	14%pq	8%	13%sv	16%sw	13%v	10%	6%	13%A	14%A	13%A	11%	9%	13%A	7%	14%A	13%A	14%A														
NET: Self-employed	212	101	110	15	25	48	45	43	37	25	11	40	93	79	8	16	43	41	7	22	50	38	41	82	60	29	12	7	21	19	15	21	13	24	26	34	22	187															
	5%	5%	5%	3%	4%	7%cdhij	7%cdhij	7%cdhij	4%	5%	3%	4%	7%kml	5%	4%	3%	7%os	5%	3%	4%	7%osu	5%	4%	7%vwy	7%vwy	3%	3%	4%	5%	5%	4%	7%z	7%	6%	5%	6%	6%	5%															
Self-employed - working 30 hours per week or more	101	55	46	6	14	25	28	21	8	6	2	20	52	29	3	10	28	17	3	11	24	11	25	36	33	7	6	4	12	10	5	13	9	6	11	15	11	87															
	2%	3%	2%	1%	2%hij	4%chij	4%cdhij	3%hij	1%	1%	*	2%	4%kml	2%	1%	2%	4%oqu	2%	2%	2%	4%u	1%	2%y	3%y	4%y	1%	2%	2%	3%	3%	1%	4%DDL	4%DD	1%	2%	3%	3%	2%															
Self-employed - working between 8 and 29 hours per week	111	46	64	9	11	23	18	22	29	19	10	20	41	50	5	7	15	24	4	12	26	27	16	46	28	22	6	3	9	9	8	4	18	15	19	11	101																
	3%	2%	3%	2%	2%	4%d	3%	3%d	3%	4%d	2%	2%	3%	3%k	2%	1%	2%	3%	2%	2%	4%o	3%o	2%	4%v	3%v	2%	2%	2%	2%	3%	3%	2%	4%zBL	3%	3%	3%	3%																
NET: Not working	1694	749	937	214	104	110	149	277	841	417	423	317	259	1118	94	130	86	533	116	184	172	582	294	462	316	622	137	88	198	158	157	134	87	163	170	240	162	1469															
	42%	38%	45%a	49%def	15%	17%	22%de	43%def	88%cddef	82%cddef	96%cddef	28%g	19%	70%kl	45%opst	25%p	13%	69%nopr	53%opst	31%opst	25%p	71%nopr	29%	37%w	37%w	64%wx	39%h	52%BDDG	43%H	46%H	44%H	44%H	44%H	41%H	31%	42%H	44%H	42%H															
Not working but seeking work or temporarily unemployed or sick	173	88	84	28	42	37	26	35	6	6	-	69	64	40	12	30	36	22	15	39	26	18	18	20	112	16	9	20	10	16	13	11	14	24	21	18	147																
	4%	5%	4%	6%hij	6%hij	6%hij	4%hij	5%hij	1%	1%j	-	6%km	5%kml	3%	6%qu	6%qu	6%qu	3%	7%qu	7%qu	4%	2%	2%	1%	2%	12%wx	4%	6%	4%	3%	4%	5%	4%	4%	4%	4%	5%	4%															
Not working and not seeking work	201	90	108	8	20	26	59	79	9	9	1	28	85	88	5	12	32	46	1	13	52	42	7	10	22	162	12	17	28	15	19	4	21	16	34	9	184																
	5%	5%	5%	2%j	3%hij	4%hij	3%cdhij	12%cdhij	1%j	2%hij	*	2%	6%kl	6%kl	2%	2%	5%ors	6%ors	*	2%r	8%oprs	5%ors	1%	1%	3%vw	17%wx	3%	10%zDFGH	6%FHJ	7%zFHJ	4%	6%FHJ	2%	5%	3%	6%HJ	3%	5%hij															

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 54  
 Please indicate which of the following best describes your current working status.  
 Base: All respondents

	Gender			Age										Gender + Age										Social Grade										Region									
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humberside (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	NET: England (K)					
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525					
Student	210	89	120	174	28	4	3	1	-	-	-	202	7	1	76	87	1	1	98	114	6	-	58	97	39	15	17	4	21	16	22	11	8	13	61	18	17	184					
	5%	5%	6%	40%defgh	4%efghi	1%h	-	-	-	-	-	18%ilm	1%lm	-	36%nopq	17%pqtu	-	-	44%ppqr	19%pqtu	1%qu	-	6%y	8%xy	5%y	2%	5%	3%	5%	5%	6%	3%	4%	3%	11%zABCD	3%	5%	5%					
Retired on a state pension only	262	87	174	-	-	-	1	-	261	141	120	-	1	261	-	-	1	85	-	-	-	174	12	34	45	171	15	14	28	24	22	23	12	31	26	37	31	236					
	6%	4%	8%a	-	-	-	-	-	27%codef	28%codef	27%codefg	-	-	16%kl	-	-	-	11%noprs	-	-	-	21%nopqr	1%st	3%w	5%vw	18%wxyz	4%	8%	6%	7%	6%	8%	6%	8%	5%	6%	5%	6%	7%				
Retired with a private pension	658	380	278	-	-	1	6	101	551	248	303	-	7	651	-	-	5	376	-	-	2	276	177	278	128	75	66	37	77	66	49	51	39	60	35	104	74	554					
	16%	19%b	13%	-	-	-	1%d	16%codef	58%codef	48%codef	68%codefg	-	1%k	41%kl	-	-	1%st	48%noprs	-	-	-	34%nopqr	17%y	22%vwxy	15%y	8%	19%H	22%DGHL	17%KH	19%DH	13%H	17%KH	20%DH	15%H	6%	18%KH	20%DHL	16%KH					
House person, housewife, househusband, etc.	169	15	174	4	14	41	54	61	14	14	-	18	95	76	5%k	1	1	10	4	3	18	85	72	16	26	61	86	12	3%H	6	23	17	34	16	13	24	6	26	12	164			
	5%	1%	8%a	1%	2%j	6%cdhij	8%cdhij	9%codehij	2%j	3%chj	-	2%	7%km	5%k	-	-	2%oq	1%	1%	3%oq	12%nopqr	9%nopqr	2%	2%	7%vw	9%vw	3%H	4%H	5%H	5%H	9%zABCH5%H	7%H	6%KH	1%	4%KH	3%KH	5%KH	5%KH					

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 55  
 Please indicate which of the following best describes your current working status.  
 Base: All respondents

	Housing tenure										Education					O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)				
	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)				
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822			
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790			
NET: Working	2378	1559	512	38%	1046	774	312	124	187	462	1389	958	745	396	254	356	166	151	107	55%	319	161	500	432	450	611	548			
NET: Employed	2166	1420	422	998	709	293	114	180	416	1266	871	696	359	231	237	122	320	153	141	99	296	147	461	401	419	566	505			
Working full time - working 30 hours per week or more	1659	1119	272	847	518	189	68	122	328	1043	602	579	254	181	168	95	235	131	103	81	216	106	384	302	333	425	400			
Working part-time - working between 8 and 23 hours per week	507	301	150	152	191	104	46	58	87	224	269	117	105	50	69	28	85	22	38	18	80	42	77	99	86	141	104			
NET: Self-employed	212	139	91	48	64	18	11	8	46	122	88	49	37	22	14	36	13	11	8	23	14	39	31	31	45	43				
Self-employed - working 30 hours per week or more	101	66	36	30	31	9	6	3	22	61	39	20	17	11	7	15	5	7	3	13	6	22	15	19	23	25				
Self-employed - working between 8 and 29 hours per week	111	72	54	18	34	9	5	4	24	61	49	29	19	12	7	21	7	4	5	10	8	18	16	12	22	18				
NET: Not working	1694	1012	825	187	638	396	157	239	242	554	1057	400	413	164	219	87	258	105	104	86	291	81	256	313	279	485	243			
Not working but seeking work or temporarily unemployed or sick	173	67	44	22	100	43	17	25	57	61	109	50	18	9	14	45	10	8	10	18	19	36	16	30	28	47				
Not working and not seeking work	201	68	49	19	131	90	34	56	41	49	149	65	18	15	27	16	42	15	3	8	34	14	34	12	31	55	41			
Student	210	59	23	36	134	71	15	56	63	64	78	47	10	10	8	18	82	19	1	5	9	23	57	30	47	29	59			

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 55  
 Please indicate which of the following best describes your current working status.  
 Base: All respondents

	Housing tenure				Education		O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)										
	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)	
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790
Retired on a state pension only	262	158	150	9	98	67	34	33	31	43	217	47	85	24	49	11	21	12	25	13	65	3	21	70	33	97	21
	6%	6% <sub>c</sub>	11% <sub>acdh</sub>	1%	7% <sub>ch</sub>	9% <sub>acdh</sub>	12% <sub>acdh</sub>	8% <sub>sch</sub>	4% <sub>c</sub>	2%	11% <sub>u</sub>	4%	10% <sub>kmap</sub>	6%	10% <sub>kmap</sub>	5%	3%	4% <sub>u</sub>	10% <sub>qu</sub>	7% <sub>u</sub>	11% <sub>qu</sub>	1%	3%	9% <sub>wvz</sub>	5% <sub>vz</sub>	9% <sub>wvz</sub>	3%
Retired with a private pension	658	556	508	48	93	62	28	34	32	291	361	135	254	83	92	23	30	38	62	42	129	16	86	163	116	219	58
	16%	22% <sub>cdelgh</sub>	38% <sub>acdelgh</sub>	4%	7% <sub>ch</sub>	9% <sub>cdh</sub>	10% <sub>cdh</sub>	8% <sub>sch</sub>	4%	15%	18% <sub>u</sub>	12% <sub>p</sub>	31% <sub>kmnop</sub>	20% <sub>kop</sub>	19% <sub>kop</sub>	10% <sub>p</sub>	5%	14% <sub>u</sub>	24% <sub>qu</sub>	22% <sub>qu</sub>	21% <sub>qu</sub>	7%	11% <sub>z</sub>	22% <sub>wvz</sub>	16% <sub>vz</sub>	20% <sub>wvz</sub>	7%
House person, housewife, househusband, etc.	189	103	50	53	82	65	29	35	17	44	144	55	28	13	34	6	38	11	5	7	35	5	21	22	21	57	16
	5%	4%	4%	4%	6% <sub>abh</sub>	9% <sub>abcdh</sub>	10% <sub>abcdh</sub>	8% <sub>abcdh</sub>	2%	2%	7% <sub>u</sub>	5%	3%	3%	7% <sub>lmo</sub>	3%	6% <sub>lmo</sub>	4%	2%	4%	6% <sub>ru</sub>	2%	3%	3%	3%	5% <sub>wvz</sub>	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 56  
**Do you work in any of the following occupations?**  
**Base: All respondents who work**

	Gender			Age							Age II			Gender + Age								Social Grade				Region													
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	18-34	35-54	55+	Male	Male	Male	Male	Female	Female	Female	Female	AB	C1	C2	DE	Scot-	North	North	York-	West	East	Wales	East-	London	South	South	NET:	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
Unweighted base	2430	1254	1170	210	563	590	540	405	132	110	22	773	1120	537	115	374	601	279	95	395	517	258	765	817	485	363	216	87	288	201	214	187	114	244	346	319	214	2100	
Weighted base	2378	1205	1167	220	593	552	530	369	114	95*	19**	813	1082	483	117	393	568	244	102*	415	513	239	729	777	528	345	213	80*	263	185	211	172	109	231	375	338	202	2056	
NET: Public Sector	720	293	426	55	201	181	173	84	14	14	-	256	355	109	22	92	161	41	33	164	194	68	239	288	111	82	86	24	90	52	61	45	40	66	103	91	61	594	
	30%	24%	37%	25%	34%	33%	33%	28%	13%	15%	-	32%	33%	23%	19%	23%	28%	17%	32%	39%	38%	38%	33%	37%	21%	40%	CDEG	30%	34%	L	HUL								
A nationalised industry/state corporation	50	27	23	12	12	9	10	7	-	-	-	24	19	7	7	11	11	5	6	13	8	2	16	17	11	6	3	2	5	4	5	5	2	5	14	1	4	45	
	2%	2%	2%	6%	2%	2%	2%	-	-	-	-	3%	2%	1%	6%	3%	2%	2%	6%	3%	2%	1%	2%	2%	2%	1%	1%	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%	2%	
Central government or civil service (including Courts service and Bank of England)	86	44	43	10	28	27	12	9	-	-	-	38	39	9	6	14	27	3	4	24	13	6	42	30	9	4	10	5	10	7	6	5	9	4	19	8	5	67	
	4%	4%	4%	4%	5%	5%	2%	2%	-	-	-	5%	4%	2%	5%	3%	5%	1%	4%	6%	2%	2%	6%	4%	2%	1%	5%	6%	4%	4%	3%	8%	5%	5%	5%	2%	3%	3%	
Local government or council (including fire services, police and local authority controlled schools/colleges)	234	94	140	11	49	63	72	34	4	4	-	60	135	38	3	20	61	12	8	40	75	26	60	121	32	21	23	8	34	16	16	11	13	27	30	43	14	198	
	10%	8%	12%	5%	8%	11%	14%	9%	4%	5%	-	7%	13%	8%	2%	5%	11%	5%	8%	10%	15%	8%	16%	12%	6%	6%	11%	10%	13%	9%	7%	8%	12%	12%	8%	13%	7%	10%	
A university, or other grant funded establishment (include opted-out schools)	84	36	49	5	30	27	13	8	2	2	-	35	40	9	1	11	19	5	4	24	21	4	38	26	9	12	9	2	12	6	7	6	3	8	15	7	9	73	
	4%	3%	4%	2%	5%	5%	3%	2%	1%	2%	-	4%	4%	2%	1%	3%	3%	2%	4%	6%	4%	2%	5%	3%	2%	3%	4%	3%	5%	3%	3%	4%	3%	3%	4%	2%	5%	4%	
A health authority or NHS Trust	192	60	131	9	67	38	48	24	6	6	-	76	86	31	2	22	28	9	7	52	57	22	67	71	30	23	35	5	19	14	19	14	10	14	15	24	24	147	
	8%	5%	11%	4%	11%	7%	9%	7%	6%	7%	-	9%	8%	6%	1%	6%	5%	4%	7%	13%	11%	9%	9%	9%	6%	7%	17%	ABCDEF	7%	8%	9%	8%	9%	6%	4%	7%	12%	7%	
The armed forces	3	3	-	-	1	1	-	1	-	-	-	1	1	1	-	1	1	1	-	-	-	-	-	2	-	1	-	-	-	-	-	-	-	-	-	-	2	3	
	*	*	-	-	*	*	-	*	-	-	-	*	*	*	-	*	*	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	*	
Other public sector occupation (Please specify as much detail as possible)	71	30	40	8	14	16	18	12	2	2	-	22	34	14	5	12	14	5	4	11	21	9	15	20	15	6	2	10	5	9	5	4	9	10	8	3	61		
	3%	3%	3%	4%	2%	3%	3%	3%	2%	2%	-	3%	3%	3%	4%	3%	2%	2%	4%	3%	4%	4%	2%	3%	4%	4%	3%	3%	4%	3%	4%	3%	4%	3%	4%	3%	2%	1%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
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Table 56  
**Do you work in any of the following occupations?**  
**Base: All respondents who work**

	Gender		Age							Age II		Gender + Age								Social Grade										Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	18-34	35-54	55+	Male	Male	Male	Male	Female	Female	Female	Female	AB	C1	C2	DE	Scot-	North	North	North	York-	West	East	East	East-	East-	London	South	South
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
Weighted base	2378	1205	1167	220	593	552	530	369	114	95*	19**	813	1082	483	117	393	568	244	102*	415	513	239	729	777	528	345	213	80*	263	185	211	172	109	231	375	338	202	2056	
NET: Private Sector	1658	912	741	164	392	371	357	275	100	80	19	556	727	374	95	302	407	204	69	251	319	170	490	488	417	263	127	56	172	132	150	127	69	165	272	247	141	1462	
	70%	76%b	63%	75%de	66%	67%	67%	74%defg	87%cddefg	85%defg	100%	68%	67%	77%kl	81%rst	77%st	72%st	83%oprst	68%	61%	62%	71%st	67%	63%	79%vw	76%vw	60%	70%	66%	72%z	71%z	74%z	63%	71%z	73%z	73%z	70%z	71%zb	
A charity, voluntary organisation or trust	99	35	65	5	22	23	21	21	7	5	2	27	44	28	2	8	13	13	3	19	31	15	16	47	23	14	12	2	5	9	5	9	4	10	15	19	10	83	
	4%	3%	6%a	2%	4%	4%	4%	8%bc	6%	6%	9%	3%	4%	6%a	2%	2%	2%	5%op	3%	5%	6%op	2%	6%w	4%sv	4%	6%B	3%	2%	5%	2%	5%	4%	4%	4%	4%	5%B	5%	4%	
Self-employed (Private sector)	256	135	120	22	42	55	46	54	36	24	11	63	103	90	14	36	50	49	7	25	53	41	61	93	73	30	11	7	23	23	21	24	14	26	40	39	29	231	
	11%	11%	10%	10%	7%	10%	9%	15%defg	31%cddefg	26%defg	59%	8%	9%	19%kl	12%ls	9%	9%	20%oprst	7%	6%	10%st	17%oprst	8%	12%w	14%vxy	9%	5%	8%	9%	12%z	10%	14%z	13%z	11%z	11%z	12%z	14%z	14%z	11%z
None of the above / I work in the Private sector	1303	743	557	138	328	293	287	200	57	50	6	466	581	256	78	257	344	142	60	207	235	114	413	349	321	220	104	47	144	100	124	94	51	129	218	190	102	1148	
	55%	62%b	48%	63%efgh	55%	53%	54%	54%	50%	53%	32%	57%	54%	53%	67%stu	65%stu	61%stu	58%stu	58%st	50%	46%	48%	57%w	45%	61%w	64%vw	49%	59%	55%	54%	59%zF	55%	47%	56%	58%zF	56%	51%	56%z	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 57  
**Do you work in any of the following occupations?**  
**Base: All respondents who work**

	Housing tenure										Education					O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)				
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)			
Unweighted base	2430	1605	620	985	780	329	128	201	451	1413	990	842	312	213	296	171	375	189	123	99	339	182	540	380	436	629	581			
Weighted base	2378	1559	512	1046	774	312	124	187	462	1389	958	745	396	254	263	137	356	166	151	107*	319	161	500	432	450	611	548			
NET: Public Sector	720	490	112	379	222	99	42	57	123	463	247	252	100	70	58	44	113	55	35	25	73	56	164	117	139	142	180			
A nationalised industry/state corporation	50	32	12	19	17	9	4	5	8	31	18	21	5	7	4	2	10	7	5	3	7	6	18	11	13	12	13			
Central government or civil service (including Courts service and Bank of England)	86	59	15	44	24	4	2	3	20	62	21	30	12	8	6	9	10	9	6	4	7	8	20	13	15	16	24			
Local government or council (including fire services, police and local authority controlled schools/colleges)	234	173	36	137	58	22	12	10	36	133	96	90	28	29	24	33	14	6	10	27	16	56	30	49	45	51				
A university, or other grant funded establishment (include opted-out schools)	84	50	11	40	34	14	6	8	20	75	10	31	10	10	7	10	9	1	2	8	9	23	14	18	13	30				
A health authority or NHS Trust	192	131	25	105	60	38	12	26	23	126	66	61	30	13	11	8	38	11	5	15	11	36	35	37	37	48				
The armed forces	3	1	1	1	2	-	-	-	2	3	-	-	1	-	1	-	1	-	-	1	-	-	-	-	-	2	-			
Other public sector occupation (Please specify as much detail as possible)	71	46	12	34	24	11	5	6	13	33	37	19	14	3	5	5	12	3	7	-	9	5	11	14	7	17	14			
NET: Private Sector	1658	1068	401	667	552	213	83	130	339	925	711	493	296	184	205	93	243	111	116	82	245	105	336	315	311	469	368			
	70%	69% <b>c</b>	78% <b>a</b> <b>c</b> <b>d</b> <b>f</b> <b>g</b>	64%	71% <b>c</b>	68%	66%	70%	73% <b>c</b>	67%	74% <b>d</b>	66%	75% <b>k</b>	73%	78% <b>k</b> <b>o</b> <b>p</b>	68%	67%	77% <b>u</b>	77%	77% <b>q</b> <b>u</b>	65%	67%	73% <b>z</b>	69%	69%	77% <b>w</b> <b>z</b>	67%			

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used. \* small base

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 57  
**Do you work in any of the following occupations?**  
**Base: All respondents who work**

	Housing tenure								Education		O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)						
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET-Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Weighted base	2378	1559	512	1046	774	312	124	187	462	1389	958	745	396	254	263	137	356	166	151	107*	319	161	500	432	450	611	548
A charity, voluntary organisation or trust	99	62	19	43	34	17	8	9	17	60	36	33	10	12	8	13	7	5	3	5	7	17	22	10	20	17	33
	4%	4%	4%	4%	4%	5%	6%	5%	4%	4%	4%	4% <sup>p</sup>	2%	5%	3%	9% <sup>knp</sup>	2%	3%	2%	5%	2%	11% <sup>qt</sup>	4%	2%	4%	3%	6% <sup>wy</sup>
Self-employed (Private sector)	256	170	108	62	75	23	11	12	52	157	97	67	45	31	31	18	38	19	11	14	35	18	60	39	51	65	62
	11%	11% <sup>og</sup>	21% <sup>acdelgh</sup>	6%	10% <sup>c</sup>	7%	9%	6%	11% <sup>sc</sup>	11%	10%	9%	11%	12%	12%	13%	11%	12%	8%	14%	11%	11%	12%	9%	11%	11%	11%
None of the above / work in the Private sector	1303	836	274	562	443	173	64	108	269	708	578	393	241	141	166	62	198	86	102	62	204	71	255	266	241	387	273
	55%	54%	53%	54%	57%	56%	51%	58%	58%	51%	60% <sup>i</sup>	53%	61% <sup>ko</sup>	55%	63% <sup>ko</sup>	46%	56% <sup>so</sup>	52%	67% <sup>qu</sup>	58% <sup>su</sup>	64% <sup>qu</sup>	44%	51%	62% <sup>vwxz</sup>	53%	63% <sup>vwxz</sup>	50%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - ij - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used. \* small base

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
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Absolutes/col percents

**Table 58**  
**Do you have any children aged 18 or under? If so, how old are they?**  
**Base: All respondents**

	Gender		Age													Gender x Age													Social Grade										Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	65-74	75+	18-34	35-54	55+	Male	Male	Male	Male	Female	Female	Female	Female	AB	C1	C2	DE	Scot-	North	North	York-	West	East	East-	London	South	South	NET:											
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)											
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516										
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525										
No children aged 18 or under	2970	1381	1576	349	425	261	407	582	846	504	442	774	668	1529	163	333	314	734	184	433	351	792	665	945	583	776	258	122	335	262	255	226	146	303	378	404	281	2566										
	73%	71%	75%a	81%def	61%e	39%	60%e	90%scdef	99%scdef	98%scdef	100%scdef	68%k	66%	95%l	77%opt	64%pt	48%	94%nop	84%opt	72%opt	51%	97%nopq	65%	76%vwx	69%	80%vw	74%	26%	12%	33%	26%	23%	76%DH	69%	74%	74%	77%DH	69%	70%	77%DHL	73%							
NET: Yes	1078	558	520	72	266	400	269	64	7	7	1	338	669	71	41	180	336	43	31	158	333	29	352	287	259	181	92	44	121	80	110	80	51	88	161	172	80	936										
	26%	29%b	25%	17%ghj	38%cghi	60%scdfg	40%scghi	10%hij	1%	1%	*	30%km	50%lkm	4%	20%qu	34%nqrs	51%noqrs	5%	14%qu	26%qu	49%noqrs	3%	34%wy	23%y	31%wy	19%	26%	26%	26%	23%	30%GJ	26%	22%	30%GJ	30%CGJ	22%	27%GJ											
NET: Any 5-18	869	428	442	35	157	345	265	60	7	7	1	192	610	68	23	96	290	41	12	96	319	26	242	236	233	159	65	40	102	65	83	69	47	75	120	137	68	757										
	21%	22%	21%	8%hij	23%scghi	52%scdfg	39%scdghi	9%hij	1%	1%	*	17%km	45%lkm	4%	11%qu	18%nqru	44%noqrs	5%u	6%	16%qu	47%noqrs	3%	24%wy	19%	28%wy	16%	19%	24%	22%	19%	23%	23%	24%	19%	22%	24%	19%	21%										
NET: Any 11-18	565	272	293	11	57	203	232	54	7	7	1	68	436	61	5	36	188	38	7	32	236	24	130	159	152	125	39	31	73	39	55	45	28	56	67	87	45	498										
	14%	14%	14%	3%hij	8%hij	31%scdgh	34%scdghi	8%hij	1%	1%	*	6%km	33%lkm	4%	2%	7%nu	30%noqrs	5%u	3%	5%u	35%noqrs	3%	13%	13%	18%wy	13%	11%	19%zCH	16%	11%	15%	15%	14%	14%	12%	15%	12%	14%										
Yes - children aged under 5 years old	383	217	166	54	182	129	13	5	-	-	-	236	141	5	30	131	84	2	25	105	57	3	157	99	83	44	43	8	44	30	52	21	9	23	66	62	24	330										
	9%	11%b	8%	13%lghi	26%scdefg	19%scdghi	2%hij	1%hi	-	-	-	21%lm	11%lm	*	14%qu	25%nqpr	13%qu	*	11%qu	18%pqr	8%qu	*	15%wy	8%	10%y	5%	12%AEFG	5%	10%F	9%	14%ABCEFG	7%	5%	6%	12%AEFG	11%AFGJ	7%	9%AFGJ										
Yes - children aged 5 to 10 years old	491	235	245	27	135	238	72	9	1	1	-	162	310	9	20	80	150	6	8	82	160	3	158	119	129	75	40	17	53	42	48	34	28	38	74	77	30	412										
	12%	12%	12%	6%ghij	19%scfgh	36%scdfg	11%scghij	1%hij	*	*	-	14%km	23%lkm	1%	9%qu	15%nqr	23%noqrs	1%	4%qu	14%qu	23%noqrs	*	15%wy	10%	15%wy	8%	11%	10%	11%	12%	13%J	11%	15%J	10%	14%J	13%J	8%	12%J										
Yes - children aged 11 to 15 years old	404	208	196	9	49	167	147	27	6	5	1	58	313	33	5	30	154	25	4	28	160	8	100	113	110	81	27	22	54	27	32	31	23	39	49	65	35	355										
	10%	11%	9%	2%hij	7%cghi	25%scdgh	22%scdghi	4%hij	1%	1%	*	5%km	23%lkm	2%	2%	6%nu	24%noqrs	3%u	2%	5%u	23%noqrs	1%	10%	9%	13%wy	8%	8%	13%z	12%	8%	9%	10%	11%	10%	9%	11%	9%	10%										
Yes - children aged 16 to 18 years old	254	106	148	5	12	72	130	31	4	4	-	17	202	35	2	12	75	19	3	5	127	16	48	67	74	64	16	14	30	17	26	19	9	28	31	42	21	228										
	6%	5%	7%a	1%j	2%hij	11%scdgh	19%scdghi	5%scdhi	*	1%	-	1%km	15%lkm	2%	1%	2%	12%noqrs	2%u	1%	1%	19%noqpr	2%u	5%	5%	9%vw	7%	5%	8%	7%	5%	7%	6%	5%	7%	6%	7%	6%	6%										
Refused	24	15	9	12	6	2	2	-	2	2	-	18	4	2	7	10	3	2	5	8	1	-	6	7	2	10	1	1	5	1	3	-	-	3	6	2	3	23										
	1%	1%	*	3%defgh	1%g	*	*	-	2	*	-	2%lm	*	2	3%pqr	2%pqr	1%u	*	2%pqr	1%qu	*	-	1%	1%	2	10	*	1%	1%	1%	*	1%	-	-	1%	6	2	3	23									

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 59  
**Do you have any children aged 18 or under? If so, how old are they?**  
 Base: All respondents

	Housing tenure										Education		O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)				
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Unweighted base	4067	2652	1518	1134	1334	684	269	415	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822	
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790	
No children aged 18 or under	2970	1815	1178	637	1075	549	220	329	526	1319	783	634	320	355	176	438	188	181	146	457	178	522	528	533	794	568	
	73%	71%ac	88%aoddefgh	52%	76%ac	78%ac	78%ac	77%ac	68%	77%aj	68%	78%kp	77%k	74%k	79%kp	71%	69%	71%	76%	75%	73%	69%	71%	73%uv	72%	72%	
NET: Yes	1078	747	153	594	323	156	61	95	168	612	454	358	174	94	122	44	172	83	74	46	148	64	233	215	193	294	220
	26%	29%bdefgh	11%	46%abdefgh	23%b	22%b	22%b	24%b	32%j	23%	31%imno	22%	23%	25%	20%	26%lo	31%t	29%	24%	24%	26%	31%ay	29%	26%	27%	28%	
NET: Any 5-18	869	611	133	478	253	130	47	82	124	462	388	290	133	78	108	34	144	65	51	39	135	50	161	166	158	262	175
	21%	24%bdefh	10%	38%abdefgh	18%b	18%b	17%b	19%b	18%b	24%j	20%	25%lmo	16%	19%	22%lo	15%	23%lo	24%	20%	22%	20%	24%	22%	22%	22%	23%	22%
NET: Any 11-18	565	384	91	293	179	102	36	66	77	277	282	190	85	49	78	22	87	43	30	22	97	29	110	92	90	161	103
	14%	15%bh	7%	24%abdefgh	13%b	14%b	13%b	15%bh	11%b	14%	14%	17%lmo	10%	12%	16%lo	10%	14%j	16%	12%	11%	16%	12%	15%	12%	12%	15%	13%
Yes - children aged under 5 years old	383	272	46	225	108	46	20	26	62	258	121	135	64	30	33	17	54	35	30	15	41	19	101	89	73	104	81
	9%	11%bdeg	3%	18%abdefgh	8%b	6%b	7%b	6%b	9%b	13%j	6%	12%mn	8%	7%	7%	8%	9%	13%t	12%t	8%	7%	13%ayz	12%	10%	10%	10%	
Yes - children aged 5 to 10 years old	481	355	70	285	121	54	20	34	67	286	189	163	63	39	48	19	97	34	28	24	64	31	109	102	90	135	104
	12%	14%bdefgh	5%	23%abdefgh	9%b	8%b	7%	8%b	10%b	15%j	9%	14%imno	8%	9%	10%	9%	16%imno	13%	11%	12%	11%	13%	14%	14%	12%	12%	13%
Yes - children aged 11 to 15 years old	404	279	61	218	124	69	24	45	55	206	194	135	64	37	54	12	64	27	21	18	66	22	81	64	66	105	71
	10%	11%bdh	5%	18%abdefgh	9%b	10%b	8%b	11%b	8%b	11%	10%	12%lo	8%	9%	11%o	5%	10%o	10%	8%	9%	11%	9%	11%	9%	9%	10%	9%
Yes - children aged 16 to 18 years old	254	165	43	122	88	57	19	38	31	114	134	87	39	22	35	10	34	20	10	10	43	10	44	41	38	79	46
	6%	6%b	3%	10%abdh	6%bh	8%bdh	7%b	9%bdh	4%	6%	7%	8%j	5%	7%	4%	5%	7%	4%	4%	5%	7%	4%	5%	5%	5%	7%	6%
Refused	24	8	6	3	13	3	1	2	10	11	6	3	-	3	5	3	4	-	-	-	5	2	1	2	4	8	2
	1%	-	-	-	1%ac	-	-	-	1%abc	1%	-	-	-	1%j	1%j	1%kl	1%j	-	-	-	1%	1%	-	-	-	1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
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Table 60  
**Which of the following ITV regions do you live in?**  
**Base: All respondents**

	Gender			Age							Age II							Gender + Age							Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humberside (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of England (G)	London (H)	South East (I)	South West (J)	NET: England (K)	
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516	
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	308	196	394	545	578	364	3525	
Anglia	411	188	224	31	65	73	79	66	98	45	53	96	152	163	12	43	64	80	19	53	88	83	84	129	89	110	111	116	115	114	113	112	111	110	109	108	107	106	105
Border	40	18	22	2	8	8	4	2	17	7	9	10	13	18	2	7	2	9	-	2	10	10	9	5	9	17	19	3	18	-	-	-	-	-	-	-	-	-	21
Central	525	263	259	42	81	88	94	99	121	73	48	123	181	220	21	57	94	112	21	66	85	108	126	151	125	123	3	-	2	1	316	188	-	2	2	3	8	522	
Granada	420	186	235	19	84	71	70	67	109	60	49	104	141	178	12	50	62	74	7	54	79	102	101	123	88	109	-	-	407	2	2	4	1	-	1	2	417		
London	764	359	404	175	148	117	95	97	133	73	60	322	212	230	77	152	115	91	96	168	97	139	252	243	133	136	4	-	2	-	1	7	63	541	140	6	761		
Meridian	454	208	244	22	63	73	88	79	129	67	62	85	161	208	14	36	74	98	8	47	87	110	118	127	100	110	-	-	-	1	8	4	2	394	47	454			
STV	329	172	156	29	59	65	61	48	68	39	29	88	126	116	11	35	70	67	18	52	56	48	89	112	58	69	323	1	-	-	1	-	-	-	2	7			
Tyne Tees	167	87	79	13	18	24	30	33	49	27	22	31	54	82	7	17	25	46	6	14	29	36	26	49	39	52	-	159	-	8	-	-	-	-	-	167			
Wales	192	93	99	13	31	36	31	37	44	22	22	44	67	81	7	18	35	40	6	26	32	41	47	64	31	50	-	-	-	-	192	-	-	-	-	-			
West	152	70	81	41	38	22	17	13	22	14	7	79	39	34	21	35	19	16	20	43	21	18	36	51	36	29	1	-	24	1	31	2	1	-	-	92	150		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 60  
**Which of the following ITV regions do you live in?**  
**Base: All respondents**

	Gender		Age										Age II										Gender + Age										Social Grade										Region									
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humberside (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	NET: England (K)														
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525														
Westcountry	213	100	110	10	36	26	36	39	66	31	34	46	62	105	8	22	28	51	3	24	34	53	38	76	56	43	-	-	-	7	1	-	-	-	-	-	205	213														
	5%	5%	5%	2%	5% <sub>c</sub>	4%	5% <sub>c</sub>	6% <sub>c</sub>	7% <sub>ce</sub>	6% <sub>c</sub>	8% <sub>ce</sub>	4%	5%	7% <sub>kd</sub>	4%	4%	4%	7% <sub>rs</sub>	1%	4% <sub>r</sub>	5% <sub>r</sub>	6% <sub>r</sub>	4%	6% <sub>w</sub>	7% <sub>v</sub>	4%	-	-	-	2% <sub>z</sub>	2% <sub>z</sub>	BCGH	-	-	-	-	-	58% <sub>z</sub>	6% <sub>z</sub>													
Yorkshire	402	211	190	36	67	60	74	66	100	53	47	103	133	166	19	52	65	94	17	50	68	72	96	108	80	119	-	3	5	329	-	63	-	2	-	-	-	402														
	10%	11%	9%	8%	10%	9%	11%	10%	10%	10%	11%	9%	10%	10%	9%	10%	10%	12% <sub>su</sub>	8%	8%	10%	9%	9%	9%	9%	12% <sub>w</sub>	-	2% <sub>z</sub>	DHJU	1% <sub>h</sub>	36% <sub>z</sub>	ABDE	-	21% <sub>z</sub>	ABDF	1%	-	-	-	11% <sub>z</sub>												

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 61  
**Which of the following ITV regions do you live in?**  
**Base: All respondents**

	Housing tenure										Education		O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)					
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)	
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822	
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790	
Anglia	411	256	122	134	144	76	34	41	69	173	225	111	95	35	60	27	62	20	35	22	68	28	69	94	72	114	93	
	10%	10%	9%	11%	10%	11%	12%	10%	10%	9%	11%	10%	12%	8%	12%	10%	8%	14%	12%	11%	12%	9%	13%	13%	10%	10%	12%	
Border	40	21	14	7	19	11	4	7	8	19	20	7	14	6	4	-	2	3	3	2	1	3	5	5	7	5		
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	-	1%	1%	1%	2%	1%	-	1%	1%	1%	1%	1%		
Central	525	343	180	153	170	77	32	45	93	213	294	169	98	40	74	24	81	31	32	21	84	21	90	97	85	151	85	
	13%	13%	14%	12%	12%	11%	11%	11%	13%	11%	15%	15%	12%	10%	15%	11%	13%	11%	13%	11%	14%	9%	12%	13%	12%	14%	11%	
Granada	420	285	152	133	125	59	19	40	66	203	210	124	94	26	56	24	67	30	30	9	71	26	89	79	59	127	82	
	10%	11%	11%	11%	9%	8%	7%	9%	9%	10%	10%	11%	12%	6%	12%	11%	11%	11%	12%	5%	12%	11%	11%	11%	8%	12%	10%	
London	764	407	215	191	337	168	82	86	169	417	318	219	147	100	59	40	134	68	45	49	86	58	163	152	155	170	175	
	19%	16%	16%	16%	24%	24%	29%	20%	24%	21%	16%	19%	18%	24%	12%	18%	22%	25%	18%	26%	14%	24%	21%	152	20%	21%	15%	22%
Meridian	454	313	158	154	133	62	14	48	72	220	231	122	115	59	65	28	43	26	33	25	85	18	86	94	91	148	81	
	11%	12%	12%	13%	9%	9%	5%	11%	10%	11%	11%	11%	14%	14%	13%	12%	12%	10%	13%	13%	14%	7%	11%	13%	13%	14%	10%	
STV	329	217	88	130	107	60	33	27	48	193	125	98	30	27	14	14	50	23	11	13	19	23	63	34	73	55	62	
	8%	8%	7%	11%	8%	8%	12%	6%	7%	10%	6%	9%	4%	6%	3%	6%	8%	9%	4%	7%	3%	9%	8%	5%	10%	5%	8%	
Tyne Tees	167	103	59	45	62	12	24	25	60	104	56	35	4	29	11	26	16	11	4	32	10	28	26	11	51	20		
	4%	4%	4%	4%	4%	5%	4%	4%	3%	5%	5%	4%	1%	6%	5%	4%	6%	4%	2%	5%	4%	4%	3%	2%	5%	2%		
Wales	192	129	61	69	59	23	9	14	35	97	93	64	28	20	7	23	15	8	7	28	12	36	23	28	48	40		
	5%	5%	5%	6%	4%	3%	3%	5%	5%	5%	6%	3%	5%	4%	3%	4%	5%	3%	4%	5%	5%	5%	3%	4%	4%	5%		
West	152	79	43	36	69	36	6	30	33	82	64	31	26	20	9	12	42	11	10	4	10	11	31	31	35	26	36	
	4%	3%	3%	3%	5%	5%	2%	7%	5%	4%	3%	3%	3%	5%	2%	7%	14%	4%	4%	2%	5%	5%	4%	4%	5%	2%	5%	
Westcountry	213	151	92	69	58	31	6	25	28	96	112	40	49	53	25	7	20	9	17	20	37	13	29	40	57	61	37	
	5%	6%	7%	5%	4%	4%	2%	6%	4%	5%	6%	3%	6%	13%	5%	3%	3%	3%	7%	10%	6%	5%	4%	5%	8%	6%	5%	
Yorkshire	402	266	144	122	129	68	29	39	60	170	219	103	80	28	67	30	65	20	19	15	86	21	70	72	58	139	74	
	10%	10%	11%	10%	9%	10%	10%	9%	9%	9%	11%	9%	10%	7%	14%	13%	11%	7%	7%	8%	14%	9%	9%	10%	8%	13%	9%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 62  
**Marital Status**  
**Base: All respondents**

	Gender			Age							Age II			Gender + Age							Social Grade				Region													
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humberside (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of England (G)	London (H)	South East (I)	South West (J)	NET: England (K)
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525
Single	1293	628	667	347	302	196	184	178	87	64	22	649	380	265	165	306	178	144	180	338	200	119	325	438	191	339	115	51	148	110	120	92	57	101	243	152	103	1121
NET: Married/ Civil partnership/ co-habiting	2197	1113	1081	81	379	443	404	338	551	317	234	461	848	889	43	204	437	472	38	255	411	416	600	608	568	421	182	92	253	183	195	177	116	225	243	321	211	1900
Married	1663	873	787	45	217	323	303	278	496	279	217	262	627	774	28	137	324	411	16	123	302	362	449	448	425	341	136	73	187	131	164	129	83	166	184	252	158	1444
Civil Partnership	49	27	22	14	16	5	7	2	6	3	2	29	12	8	6	13	8	6	7	16	4	2	18	14	10	7	2	-	8	3	3	6	1	6	11	3	5	46
Co Habiting	486	214	272	23	147	115	94	58	49	35	15	170	209	107	9	54	105	55	14	116	104	52	133	146	134	73	44	19	58	48	28	42	32	53	48	66	48	410
NET: Widowed/ separated/ divorced	559	201	359	-	8	20	87	128	316	130	186	8	107	444	-	5	36	160	-	3	72	284	90	187	80	202	52	25	55	48	50	37	24	64	54	103	47	483
Widowed	177	55	121	-	1	2	14	21	139	46	93	1	15	160	-	5	50	-	1	10	110	25	61	23	68	16	10	18	14	9	15	9	17	17	37	15	152	
Separated	58	31	27	-	2	6	14	22	14	4	9	2	20	36	-	1	11	18	-	1	8	18	5	20	14	19	5	5	3	9	3	4	6	5	10	1	48	
Divorced	324	115	210	-	5	12	60	84	163	79	84	5	72	247	-	4	19	92	-	1	53	156	60	105	43	115	31	10	31	32	19	11	40	32	56	31	283	
Prefer not to answer	22	13	8	5	7	3	2	1	1	1	12	6	4	3	8	3	2	2	3	3	2	7	6	4	5	1	-	4	1	3	-	-	4	5	2	3	21	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
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Table 63  
**Marital Status**  
**Base: All respondents**

	Housing tenure										Education		O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)				
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790
Single	1293	563	281	211	282	323	116	207	351	628	586	363	148	138	123	99	285	93	49	53	149	115	273	184	240	282	324
NET: Married/ Civil partnership/ co-habiting	2197	1641	772	58%delgh	869	70%abdelgh	541	283	113	150	278	1083	1092	639	494	222	287	95	271	140	155	364	108	404	440	393	392
Married	1663	1294	674	50%delgh	620	50%delgh	356	176	73	103	180	807	840	463	424	172	217	67	178	104	128	81	277	74	295	370	295
Civil Partnership	49	25	10	1%	16	2%b	13	9	3%abodeg	3	1%	11	2%	4	1%	2	11	5	2	1	6	3	14	8	9	18	12
Co Habiting	486	321	88	233	161	74	30	44	87	252	229	159	63	46	64	26	82	31	25	19	80	31	95	62	89	141	108
NET: Widowed/ separated/ divorced	559	356	280	76	187	115	50	66	72	223	332	136	166	56	72	28	54	37	51	38	94	16	76	121	92	156	69
Widowed	177	125	117	9	44	30	15	15	14	64	110	31	65	21	20	9	13	10	20	11	28	3	15	52	30	48	19
Separated	58	29	18	11	27	18	6	13	9	27	30	19	12	4	11	2	8	4	4	3	13	2	11	11	11	16	7
Divorced	324	202	146	56	116	67	29	37	50	132	192	87	89	32	40	17	33	23	27	24	53	11	49	58	52	92	42
Prefer not to answer	22	11	5	1%	9	3	4	3	9	6	6	1	2	1	1	4	2	2	1	2	3	4	1	4	2	6	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolute/col percents

Table 64  
**Which of the following cities do you live in, or nearest to?**  
 Base: All respondents

	Gender			Age										Age II										Gender + Age					Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humber (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of London (G)	London (H)	South East (I)	South West (J)	NET: England (K)						
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516						
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525						
Glasgow	177	86	91	12	36	36	35	22	36	22	15	48	71	58	3	18	31	37	8	30	40	21	44	60	31	42	177	51%ABCDE	-	-	-	-	-	-	-	-	-	-	-	-				
Edinburgh	148	81	65	15	27	27	28	20	31	14	17	42	55	51	6	19	37	26	9	22	18	25	42	45	30	32	148	42%ABCDE	-	-	-	-	-	-	-	-	-	-	-	-	-			
Newcastle	175	93	81	13	22	26	30	31	53	29	24	35	56	84	8	20	25	48	5	15	30	36	31	51	40	53	-	160	10	5	-	-	-	-	-	-	-	-	175					
Leeds	174	97	77	19	31	29	31	25	39	23	16	50	64	8	27	34	36	11	23	26	28	44	46	37	46	-	-	-	-	174	2%zDEFG	1%zDEGH	-	-	-	-	-	-	-	-	174			
Hull	81	42	38	3	13	13	16	14	22	8	14	16	29	36	1	5	14	23	2	10	15	13	21	20	15	26	-	1	-	70	-	9	-	-	1	-	-	-	81					
Sheffield	113	56	56	9	20	17	25	15	28	12	16	29	41	42	7	15	19	22	2	14	22	20	33	31	18	32	-	-	-	84	-	28	-	-	1	-	-	-	113					
Manchester	324	147	175	27	76	51	54	44	73	40	32	103	104	117	15	48	41	59	12	53	64	58	81	88	73	82	-	2	296	1	17	2	2	1	3	-	-	322						
Liverpool	165	66	99	15	23	32	23	28	43	29	14	38	55	71	7	15	29	22	8	24	27	49	38	60	28	39	-	-	134	-	1	-	30	-	-	-	-	-	135					
Nottingham	188	99	89	17	30	31	27	38	44	28	16	48	58	82	9	23	29	46	8	24	29	35	39	58	44	47	-	-	-	-	3	178	-	6	-	-	-	-	188					
Birmingham	350	170	180	41	66	56	55	62	70	37	32	106	112	132	24	51	56	63	16	55	55	69	87	101	80	82	-	-	1	-	324	20	3	-	1	-	-	-	347					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/l/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 64  
**Which of the following cities do you live in, or nearest to**  
**Base: All respondents**

	Gender			Age							Age II		Gender - Age										Social Grade										Region									
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humberside (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of England (G)	London (H)	South East (I)	South West (J)	NET: England (K)				
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525				
Norwich	161	70	91	10	22	29	28	44	23	21	5%	3%	4%	72	5	15	22	33	5	17	35	39	29	48	39	44	-	-	-	-	2	-	154	-	3	1	161					
Milton Keynes	113	53	61	3	17	22	22	27	11	16	20	44	50	2	10	21	21	1	9	23	28	32	28	27	26	-	-	-	-	1	-	31	-	26	-	113						
Brighton	117	57	60	7	14	16	22	36	15	22	21	38	58	2	8	24	26	5	13	15	32	22	30	35	29	-	-	-	-	1	1	-	2	114	-	116						
Oxford	59	26	33	2	9	11	10	9	17	11	6	12	26	-	3	13	10	2	9	9	16	16	21	14	8	-	-	-	-	1	-	1	3	43	11	59						
London	908	427	479	178	171	149	141	114	156	88	69	349	289	270	79	164	150	113	97	182	140	158	291	283	153	180	-	2	-	-	1	1	147	531	224	3	908					
Southampton	180	84	96	19	25	27	29	34	47	26	21	44	56	80	13	21	19	43	6	22	37	37	40	58	41	42	-	-	-	-	1	-	-	126	53	180						
Bristol	154	67	88	16	32	21	26	21	39	22	17	48	47	60	6	17	24	25	10	30	23	34	35	56	37	27	-	-	-	-	2	-	2	-	151	153						
Plymouth	127	57	68	4	18	14	24	25	42	20	22	38	67	3	11	14	33	1	12	24	32	17	41	35	34	-	-	-	-	-	-	-	-	1	125	127						
Cardiff	148	73	75	13	28	28	22	24	33	16	17	41	49	7	18	25	31	7	24	25	26	42	48	23	35	-	-	-	-	2	-	144	-	1	-	4						
None of these	209	104	103	10	16	28	32	49	74	37	37	27	60	123	7	14	30	61	3	12	29	62	39	66	43	61	25	3	20	9	16	31	16	41	19	168						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 65  
**Which of the following cities do you live in, or nearest to?**  
**Base: All respondents**

	Housing tenure							Education			O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)																	
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)											
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822											
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790											
Glasgow	177	118	5%ab	46	3%	73	6%abdg	56	4%	31	18	12	26	102	69	48	4%ln	14	2%	15	9	7	26	5	6	7	12	10	29	4%w	12	2%	30	2%	26	2%	29	4%w
Edinburgh	148	90	3%ab	35	3%	55	4%ab	4%b	57	29	12	17	28	86	57	48	17	6	5	4	23	17	4	5	11	29	18	35	2%	5%w	2%	26	2%	29	4%			
Newcastle	175	105	4%	60	4%	45	6%	5%	68	38	12	25	29	62	108	56	36	5	31	11	27	14	4	35	10	28	26	12	56	4%	5%w	2%	56	2%	20	2%		
Leeds	174	108	4%	49	4%	59	5%	4%	60	27	10	16	34	85	81	42	30	10	33	15	30	8	5	3	39	7	31	2%	5%w	2%	58	2%	5%w	2%	31	2%		
Hull	81	61	2%cd	33	2%	28	1%	1%	10	2	8	9	32	49	22	13	7	15	5	14	1	2	3	17	6	10	14	15	31	2%	3%v	2%	14	2%				
Sheffield	113	75	3%	43	3%	37	3%h	2%	26	15	10	11	47	61	35	24	11	15	9	12	7	10	7	23	7	25	21	22	40	2%	4%	2%	25	2%				
Manchester	324	213	8%	110	8%	103	7%	7%	53	19	34	51	166	150	83	74	20	42	18	58	23	27	9	46	20	71	66	48	94	6%	8%	9%	46	6%	61	6%		
Liverpool	165	107	4%	60	4%	47	4%	2%	54	26	4	22	28	76	84	56	28	13	20	6	27	14	4	6	29	6	34	27	28	48	4%	4%	4%	29	4%			
Nottingham	188	120	5%	71	5%	49	5%g	4%	67	30	18	12	36	77	110	62	34	15	18	12	35	11	9	9	27	9	33	30	39	52	4%	5%	5%	47	6%			
Birmingham	350	223	9%	117	9%	107	9%f	5%	112	52	13	39	60	142	193	113	10%im	8%im	15	55	16	56	25	25	5	60	16	67	77	43	104	5%	9%az	5%	55	7%		
Norwich	161	102	4%	54	4%	48	4%	4%	54	30	12	18	24	65	94	50	28	13	29	17	7	8	9	32	13	24	32	26	54	3%	5%	5%	38	3%				
Milton Keynes	113	76	3%	37	3%	39	3%	2%	35	19	7	12	16	47	66	28	38	9	15	4	15	6	13	3	17	7	22	28	17	27	3%	3%	3%	25	3%			
Brighton	117	71	3%	39	3%	32	3%	2%	46	16	7	10	29	61	54	34	24	18	17	6	12	7	6	9	21	6	25	19	28	44	3%	4%	4%	24	3%			

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 65  
**Which of the following cities do you live in, or nearest to?**  
**Base: All respondents**

	Housing tenure										Education		O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)				
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790
Oxford	59	43	24	19	14	10	3	7	4	34	26	9	18	13	4	6	6	1	7	4	7	3	15	19	16	10	8
	1%	2%h	2%h	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%k	3%knp	1%	3%ukn	1%	1%	3%	2%	1%	2%	3%yz	3%yz	2%yz	1%	1%
London	908	508	244	264	378	190	89	101	188	473	398	257	175	114	86	50	152	77	57	58	118	65	187	184	188	217	199
	22%	20%ab	18%	21%	27%abc	27%abog	32%abog	24%ab	27%abc	24%j	23%	22%in	22%	27%in	18%	23%	25%in	28%t	22%	30%t	19%	27%t	25%y	25%y	26%y	20%	25%y
Southampton	160	123	67	55	53	22	4	18	31	64	96	49	49	19	22	11	21	12	19	9	31	9	29	35	30	55	28
	4%	5%f	5%ef	5%f	4%f	3%f	1%	4%	4%f	4%	5%	4%	6%p	5%	5%	3%	4%	4%	7%	4%	5%	4%	4%	5%	4%	5%	4%
Bristol	154	99	52	47	54	28	7	21	26	78	70	31	27	39	14	10	26	8	11	15	17	13	25	25	44	34	40
	4%	4%	4%	4%	4%	4%	2%	5%	4%	4%	3%	3%	3%	9%knp	3%	4%	4%	3%	4%	8%qt	3%	5%	3%	3%	6%vwy	3%	4%
Plymouth	127	91	58	33	34	17	3	14	16	55	70	26	30	29	18	4	13	6	7	10	22	7	18	23	34	35	20
	3%	4%c	4%acdeh	3%	2%	1%	3%	2%	3%	3%	2%	4%	4%	7%knp	4%	2%	2%	2%	3%	5%	4%	3%	2%	3%	5%vz	3%	2%
Cardiff	148	97	46	51	45	18	8	10	28	75	72	52	22	15	13	6	18	10	9	5	20	10	28	20	20	36	34
	4%	4%	3%	4%	3%	2%	3%	2%	4%	4%	4%	5%	3%	4%	3%	3%	4%	4%	3%	2%	3%	4%	4%	3%	3%	3%	4%
None of these	209	141	93	48	65	37	16	21	28	97	107	44	63	29	21	8	25	10	16	15	30	10	26	45	41	51	36
	5%	5%c	7%acdh	4%	5%	5%	6%	5%	4%	5%	5%	4%	8%knp	7%k	4%	3%	4%	4%	6%	8%	5%	4%	3%	6%v	6%v	5%	5%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 66  
**What is the combined annual income of your household, prior to tax being deducted?**  
**Base: All respondents**

	Gender			Age										Gender - Age										Social Grade										Region									
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 55+ (p)	Female 18-24 (q)	Female 18-34 (r)	Female 35-54 (s)	Female 55+ (t)	AB (u)	C1 (v)	C2 (w)	DE (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	East of England (F)	London (G)	South East (H)	South West (I)	NET: England (J)						
Unweighted base	4067	1992	2065	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516					
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525					
Up to £7,000	(3.5)	114	48	66	28	18	16	21	3	3	-	47	37	31	9	16	20	13	19	31	17	18	4	34	10	66	8	4	14	13	12	6	7	26	6	11	99						
£7,001 to £14,000	(10.5)	356	134	219	31	26	33	58	84	124	73	52	57	91	208	11	22	32	80	20	35	58	126	24	68	46	218	30	18	46	36	36	24	12	32	32	55	34	314				
£14,001 to £21,000	(17.5)	434	159	273	25	35	49	60	91	174	76	98	60	109	265	10	21	40	98	15	38	69	167	40	149	82	163	36	15	47	45	37	21	48	47	52	44	377					
£21,001 to £28,000	(24.5)	553	257	290	46	71	62	84	96	195	96	99	116	145	291	20	48	61	148	25	65	82	143	102	172	111	168	52	26	71	50	51	54	28	49	39	64	49	473				
£28,001 to £34,000	(31)	454	208	246	32	39	71	89	74	148	81	67	70	161	223	15	30	60	118	17	41	101	105	104	143	110	97	28	26	60	50	32	36	25	45	51	56	43	400				
£34,001 to £41,000	(37.5)	390	193	196	34	56	60	57	66	115	68	47	91	118	181	16	48	43	102	18	42	74	80	107	142	84	56	35	14	37	22	36	30	19	46	46	66	40	336				
£41,001 to £48,000	(44.5)	282	152	130	26	70	54	53	36	43	21	22	96	107	79	14	46	52	53	13	49	55	26	78	86	73	45	23	12	30	21	37	20	17	26	36	38	22	242				
£48,001 to £55,000	(51.5)	271	145	126	26	66	50	55	46	27	19	9	92	105	73	15	37	65	42	11	55	40	31	78	88	77	29	27	8	36	21	10	25	34	37	31	234						
£55,001 to £62,000	(58.5)	186	93	92	21	46	43	40	24	12	7	5	67	82	36	8	32	43	17	13	35	39	18	62	54	53	17	20	9	18	8	13	14	18	14	29	29	17	150				
£62,001 to £69,000	(65.5)	136	73	63	10	40	42	23	16	4	4	1	50	65	21	5	23	38	12	5	27	27	8	56	42	29	8	10	3	13	16	13	14	8	13	18	19	118					
£69,001 to £76,000	(72.5)	108	64	44	16	33	27	16	13	3	2	1	49	43	16	12	28	26	10	4	21	17	6	44	31	30	2	9	4	11	6	9	6	3	22	12	16	10	96				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 66  
**What is the combined annual income of your household, prior to tax being deducted?**  
**Base: All respondents**

	Gender			Age										Age II										Gender x Age										Social Grade										Region									
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humberside (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of England (G)	London (H)	South East (I)	South West (J)	NET: England (K)															
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525															
£76,001 to £83,000	(79.5)	116	74	42	15	4%	4%gh	2%	4%	6%ghij	3%ghij	5%	1%hi	-	-	5%	5%	3%	4%	6%	2%	3%	6%	3%	17%	4%	13%	6%	13%	8%	11%	5%	4%	11%	23%	16%	7%	99%															
£83,001 or more	(86)	303	196	106	57	92	74	57	13	10	6	3	149	131	23	36	81	97	17	21	67	34	5	194	74	28	7	25	8	27	17	20	10	6	28	87	59	16	271														
NET: £0-£21K	904	342	558	85	79	99	138	202	302	152	149	164	237	503	30	58	92	192	55	103	144	310	69	251	138	447	75	37	107	94	91	67	39	85	105	114	89	790															
NET: £21-£48K	1679	810	862	138	235	248	283	273	502	267	235	373	531	774	65	172	217	420	73	197	312	353	392	544	378	365	139	78	197	144	157	139	89	166	173	243	153	1451															
NET: £48K+	1119	645	473	147	319	266	213	118	56	38	19	465	490	174	86	233	310	103	61	233	170	71	500	318	234	66	103	37	118	71	91	70	47	112	203	175	91	969															
Prefer not to answer	370	157	211	64	63	50	44	54	95	55	40	127	94	149	31	60	35	63	32	66	59	86	61	126	94	89	34	15	39	33	28	30	21	30	64	46	31	315															
Average income (£000's)	38.71	42.40	35.30	43.36	49.63	46.09	40.31	31.47	27.23	27.98	26.39	47.32	43.15	28.96	48.71	50.46	48.88	31.56	38.23	44.86	37.53	26.47	52.72	38.33	39.20	23.46	39.34	36.18	36.87	34.36	37.10	35.61	37.12	39.62	45.69	40.85	36.22	38.74															

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 67  
**What is the combined annual income of your household, prior to tax being deducted?**  
**Base: All respondents**

	Housing tenure										Education					O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)				
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)			
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822			
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790			
Up to £7,000	(3.5)	114	35	23	12	76	48	16	33	28	40	65	19	12	14	13	10	35	6	5	3	14	11	22	11	18	24	29		
		3%	1%	2%	1%	5%abch	7%abodh	6%abc	8%abodh	4%abc	2%	3%l	2%	2%	3%k	3%	5%kl	6%skin	2%	2%	2%	5%	3%w	1%	2%	2%	4%w			
£7,001 to £14,000	(10.5)	356	152	129	22	193	129	59	70	64	105	239	84	56	43	51	19	62	16	17	18	53	24	50	53	64	88	65		
		9%	6%	10%ac	2%	14%abch	18%abodh	21%abodh	17%abch	9%ac	5%	12%l	7%	7%	10%	8%	10%k	6%	7%	9%	10%	7%	7%	9%	8%	8%	8%			
£14,001 to £21,000	(17.5)	434	226	184	42	197	127	59	68	70	147	278	131	84	38	56	23	59	28	27	20	72	21	71	78	77	120	75		
		11%	9%	14%ach	3%	14%ach	18%abodh	21%abodh	16%ach	10%sc	8%	14%l	11%	12%	8%	12%	10%	10%	11%	10%	12%	9%	11%	11%	11%	11%	10%			
£21,001 to £28,000	(24.5)	553	315	240	75	223	96	39	58	126	224	318	144	121	60	76	26	80	31	29	31	94	28	92	85	91	163	91		
		14%	12%c	18%acag	6%	16%ace	14%c	14%c	13%c	18%acde	12%	16%l	13%	15%	14%	16%	12%	13%	11%	11%	16%	15%	12%	11%	12%	15%wz	12%			
£28,001 to £34,000	(31)	454	287	177	110	160	87	34	53	73	199	246	116	101	52	67	25	59	33	25	30	85	24	83	86	82	146	79		
		11%	11%c	13%ac	9%	11%	12%c	12%	12%c	10%	10%	12%	10%	10%	13%	14%kup	11%	10%	12%	10%	15%	14%	10%	11%	12%	11%	13%z	10%		
£34,001 to £41,000	(37.5)	390	274	137	137	108	49	17	32	59	198	184	110	89	35	50	23	49	27	25	13	60	21	77	98	64	120	70		
		10%	11%def	10%def	11%defg	8%	7%	0%	7%	8%	10%	9%	10%	11%	8%	10%	8%	10%	10%	7%	10%	8%	10%	13%az	9%	11%	9%			
£41,001 to £48,000	(44.5)	282	202	84	118	75	30	8	22	45	133	141	82	63	18	33	17	47	20	26	9	45	20	51	63	45	73	54		
		7%	8%bdef	6%f	10%abdefgh	5%f	4%	3%	5%	6%f	7%	7%lm	8%lm	4%	7%	8%	8%lm	7%	10%	5%	7%	8%	7%	8%	8%	8%	7%			
£48,001 to £55,000	(51.5)	271	207	70	136	63	26	8	18	36	152	112	76	54	28	29	15	45	14	19	10	36	14	41	49	47	79	59		
		7%	8%bdefgh	5%	11%abdefgh	4%	4%	3%	4%	5%	8%j	6%	7%	7%	6%	7%	7%	5%	7%	5%	6%	6%	5%	7%	6%	7%	7%v			
£55,001 to £62,000	(58.5)	186	134	40	95	45	16	5	11	29	107	74	63	42	14	18	7	27	12	8	20	13	43	41	35	45	40			
		5%	5%bdefg	3%	8%abdefgh	3%	2%	2%	3%	4%	6%j	4%	6%	5%	3%	4%	4%	4%	5%	4%	3%	6%	6%	5%	4%	5%	4%			
£62,001 to £69,000	(65.5)	136	102	19	83	31	2	6	23	87	49	53	23	13	10	6	20	11	8	6	17	11	29	24	26	35	42			
		3%	4%bdefg	1%	7%abdefgh	2%e	1%	1%	3%bdef	4%j	2%	5%ln	3%	3%	2%	3%	4%	3%	3%	3%	5%	4%	3%	4%	3%	4%	5%wy			
£69,001 to £76,000	(72.5)	108	78	23	55	29	8	2	21	69	38	39	13	19	8	7	15	12	7	2	12	9	30	17	17	25	31			
		3%	3%ef	2%	4%abdefgh	2%e	1%	1%	3%de	4%j	2%	3%l	2%	4%ln	2%	3%	2%	4%t	3%	1%	2%	4%xy	2%	2%	2%	2%	4%x			
£76,001 to £83,000	(79.5)	116	90	14	77	22	8	3	5	14	93	23	39	25	11	11	9	11	7	3	15	7	31	24	27	28	26			
		3%	4%bdefg	1%	6%abdefgh	2%	1%	1%	2%	5%j	1%	3%	3%	3%	2%	4%	2%	4%	3%	2%	3%	4%y	3%	4%	4%	3%	3%			
£83,001 or more	(86)	303	239	63	176	56	18	6	12	38	239	61	109	56	46	20	12	35	34	32	27	30	16	89	64	89	58	73		
		7%	9%bdefgh	5%e	14%abdefgh	4%e	3%	2%	3%	5%def	12%j	3%	10%nop	7%	11%nop	4%	6%	6%	13%tu	13%tu	14%tu	5%	7%	12%wy	9%y	12%wyz	5%	9%y		

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 67  
**What is the combined annual income of your household, prior to tax being deducted?**  
**Base: All respondents**

	Housing tenure								Education		Q5 Past Vote (2024)					Q1 Future Vote: SUM: Very Likely (9-10)					Q1 Future Vote: SUM: Likely (7-10)						
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790
NET: £0-£21K	904	412	336	76	466	304	134	171	162	292	582	233	162	92	120	52	156	51	49	40	139	57	143	143	159	232	169
	22%	16% <sup>c</sup>	25% <sup>ac</sup>	6%	33% <sup>abch</sup>	43% <sup>abcdh</sup>	48% <sup>abcdh</sup>	40% <sup>abcdh</sup>	23% <sup>ac</sup>	15%	29% <sup>kl</sup>	20%	20%	22%	25% <sup>kl</sup>	23%	25% <sup>kl</sup>	19%	19%	21%	23%	24%	19%	19%	19%	22%	21%
NET: £21-£48K	1679	1078	638	440	566	262	97	165	303	754	899	452	374	165	226	91	236	112	105	82	284	93	302	332	283	501	293
	41%	42% <sup>ceef</sup>	49% <sup>acdefg</sup>	36%	40% <sup>ceef</sup>	37%	35%	39%	43% <sup>codef</sup>	39%	44% <sup>kl</sup>	40%	46% <sup>klp</sup>	40%	47% <sup>klmp</sup>	41%	38%	41%	41%	43%	47% <sup>kl</sup>	38%	40%	45% <sup>klz</sup>	39%	46% <sup>svxz</sup>	37%
NET: £48K+	1119	851	229	621	246	84	26	58	162	747	358	379	213	130	97	56	153	94	86	56	130	72	263	219	242	272	270
	27%	33% <sup>bddefgh</sup>	17% <sup>ef</sup>	50% <sup>abddefgh</sup>	17% <sup>efgh</sup>	12%	9%	14%	23% <sup>bddefgh</sup>	38% <sup>ij</sup>	18%	33% <sup>lmnop</sup>	26% <sup>n</sup>	31% <sup>mp</sup>	20%	25%	35% <sup>t</sup>	34% <sup>t</sup>	21%	29% <sup>t</sup>	34% <sup>t</sup>	35% <sup>wy</sup>	29% <sup>y</sup>	33% <sup>y</sup>	29% <sup>y</sup>	25%	34% <sup>swy</sup>
Prefer not to answer	370	230	134	95	134	57	24	33	76	149	186	80	59	29	39	25	69	15	15	14	56	21	48	52	46	90	58
	9%	9%	10% <sup>a</sup>	8%	9%	8%	9%	8%	11% <sup>c</sup>	8%	9%	7%	7%	7%	8%	11% <sup>klm</sup>	5%	6%	7%	9%	8%	6%	7%	6%	8%	8%	7%
Average income (£000's)	38.71	42.78 <sup>bddefgh</sup>	33.50 <sup>defg</sup>	52.59 <sup>abddefgh</sup>	31.39 <sup>efgh</sup>	26.96 <sup>f</sup>	25.04	28.22 <sup>ef</sup>	36.00 <sup>bddefgh</sup>	45.48 <sup>ij</sup>	32.48	41.83 <sup>lmnop</sup>	38.71 <sup>n</sup>	40.17 <sup>np</sup>	34.52	37.63	36.20	43.74 <sup>tu</sup>	43.11 <sup>t</sup>	40.29 <sup>t</sup>	35.88	39.06	43.24 <sup>y</sup>	40.83 <sup>y</sup>	41.75 <sup>y</sup>	37.32	41.58 <sup>y</sup>

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 68  
**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**  
**Base: All respondents**

	Gender			Age											Gender + Age											Social Grade											Region										
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-44 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humber (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of England (G)	London (H)	South East (I)	South West (J)	NET: England (L)									
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516									
Weighted base	4072	1955	2104	433	697	652	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525									
NET: Yes	1087	462	616	17%	14%	13%	14%	13%	20%	17%	17%	19%	18%	15%	27%	25%	25%	24%	33%	33%	31%	29%	23%	23%	24%	42%	29%	29%	26%	32%	22%	30%	33%	29%	18%	15%	16%	29%	26%	26%							
Yes - physical condition	688	274	409	17%	14%	13%	14%	13%	20%	17%	17%	19%	18%	15%	27%	25%	25%	24%	33%	33%	31%	29%	23%	23%	24%	42%	29%	29%	26%	32%	22%	30%	33%	29%	18%	15%	16%	29%	26%	26%							
Yes - mental condition	515	216	292	13%	11%	14%	13%	14%	13%	14%	13%	14%	13%	14%	11%	12%	13%	9%	11%	12%	13%	9%	10%	11%	11%	23%	14%	14%	12%	15%	10%	16%	16%	14%	9%	12%	14%	50	433								
Yes - disability	322	128	188	8%	7%	9%	4%	6%	7%	10%	9%	10%	8%	5%	8%	9%	4%	4%	5%	10%	12%	8%	6%	6%	6%	15%	11%	10%	7%	7%	6%	10%	7%	8%	5%	8%	8%	29	268								
Yes - other	45	25	19	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	39								
No	2916	1458	1454	72%	75%	69%	79%	78%	77%	69%	66%	65%	65%	65%	78%	73%	66%	82%	82%	77%	70%	64%	81%	75%	74%	56%	68%	69%	72%	66%	78%	68%	66%	70%	80%	71%	72%	2548									
Prefer not to say	68	34	33	2%	2%	2%	4%	2%	2%	1%	2%	1%	1%	1%	3%	3%	3%	1%	1%	1%	1%	1%	1%	2%	2%	2%	3%	2%	1%	2%	2%	2%	2%	2%	2%	4	5	54									

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 69  
**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**  
**Base: All respondents**

	Housing tenure								Education			Q5 Past Vote (2024)					Q1 Future Vote: SUM: Very Likely (9-10)					Q1 Future Vote: SUM: Likely (7-10)																		
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)													
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822													
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790													
NET: Yes	1087	567	359	209	499	35%abch	298	124	174	41%abodh	201	29%ac	414	650	32%ai	318	188	95	138	29%aj	75	34%alm	170	28%	64	24%	44	23%	169	74	166	22%	160	21%	175	24%	286	26%aw	215	27%wz
Yes - physical condition	688	377	261	116	300	21%ach	191	87	104	109	240	437	192	146	59	95	40	96	40	41	27	122	41	89	105	100	195	112												
Yes - mental condition	515	203	100	104	303	21%abch	178	71	107	125	199	303	166	51	39	63	46	94	30	15	17	70	50	89	42	87	117	140												
Yes - disability	322	152	94	58	163	12%abch	109	53	53	123	192	101	42	25	49	26	42	19	21	14	53	26	43	41	49	85	76													
Yes - other	45	24	14	11	20	1%	11	5	7	9	22	24	16	8	5	5	4	2	-	3	6	2	7	9	5	11	8													
No	2916	1968	957	1010	883	39%	396	150	246	487	1497	1338	809	612	315	340	142	438	203	192	146	438	163	581	581	548	805	561												
Prefer not to say	68	36	21	14	30	2%	14	8	16	32	27	17	8	8	4	7	8	4	3	2	3	6	9	5	9	5	14													

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 70  
 Which of the following options best describes how you think of yourself?  
 Base: All respondents

	Gender			Age							Age II		Gender + Age								Social Grade						Region													
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Humb-erside (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of England (G)	London (H)	South East (I)	South West (J)	South East (K)	NET: England (L)	
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516		
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525		
Heterosexual/straight	3661	1769	1892	350	585	585	620	613	910	486	424	934	1204	1523	187	457	578	734	163	478	626	788	902	1107	789	863	309	153	413	303	346	268	180	358	475	533	324	3173		
	90%	91%	90%	81%	84%	88%cd	91%cd	95%cd	95%cd	95%cd	95%cd	83%	90%sk	95%kl	88%rs	87%rs	88%rs	94%nopr	74%	80%r	62%st	78%st	96%nopr	88%	89%	94%vwy	89%	88%	91%	90%	94%zBCE	88%	91%	91%	87%	92%zEH	89%	90%h		
Lesbian/gay woman	45	-	43	6	14	11	7	2	6	3	2	20	18	8	-	-	-	-	6	19	18	6	14	16	6	9	4	3	2	3	3	2	3	4	7	5	9	38		
	1%	-	2%a	1%	2%g h	2%gh	1%	*	1%	1%	*	2%im	1%im	*	-	-	-	-	3%nopqu	3%nopqu	3%nopqu	1%pq	1%	1%	1%	1%	2%	*	1%	1%	1%	1%	2%	1%	1%	1%	1%	3%BEL	1%	
Gay man	80	78	-	3	15	19	21	12	10	8	2	19	39	22	3	19	38	21	-	-	-	-	26	26	10	18	9	6	8	9	4	9	-	7	13	10	7	71		
	2%	4%b	-	1%	2%j	3%ch	3%ch	2%	1%	1%	*	2%	3%km	1%	2%stu	4%rstu	6%nqrst	3%rstu	-	-	-	-	3%lx	2%	2%	1%	2%	3%F	3%F	2%	3%F	1%	3%F	-	2%	2%F	2%	2%	2%	
Bisexual	191	61	124	55	63	31	18	11	12	6	6	118	49	24	11	27	20	14	42	85	29	9	59	63	26	44	17	4	28	22	8	18	7	19	34	19	16	167		
	5%	3%	6%a	13%efgh	9%efghi	5%ghj	3%h	2%	1%	1%	1%	10%lm	4%lm	1%	5%qu	5%qu	3%u	2%	19%nopqt	14%nopqt	4%qu	1%	6%lx	5%lx	3%	5%	5%	2%	6%DI	6%ADI	2%	6%D	4%	5%	6%DI	3%	4%	5%D		
Prefer to self-describe	25	11	12	4	7	7	5	1	2	1	1	10	12	3	1	4	6	2	2	6	5	1	7	8	2	7	5	1	1	3	1	2	1	3	2	3	2	3	4	20
	1%	1%	1%	1%	1%h	1%gh	1%	*	*	*	*	1%im	1%im	*	1%	1%	1%w	*	1%u	1%u	1%	*	1%	1%	*	1%	1%	*	1%	*	1%	*	1%	*	1%	*	*	*	1%	1%
Prefer not to say	69	35	33	16	12	10	8	7	15	8	7	28	18	22	9	18	11	7	7	11	6	16	15	18	10	25	6	1	10	3	6	8	6	4	13	9	3	56		
	2%	2%	2%	4%efgh	2%	1%	1%	1%	2%	2%	2%	3%lm	1%	1%	4%pqt	3%qt	2%	1%	3%qt	2%	1%	2%	1%	1%	1%	1%	3%kx	2%	*	2%	1%	2%	3%	3%J	1%	2%	2%	1%	2%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 71  
 Which of the following options best describes how you think of yourself?  
 Base: All respondents

	Housing tenure										Education					O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)				
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)			
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822			
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790			
Heterosexual/ straight	3661	2366	1244	1122	1224	638	258	381	586	1712	1863	1006	772	374	463	175	548	241	238	177	578	183	659	702	654	1038	640			
	90%	92% <sup>dh</sup>	93% <sup>kadegh</sup>	91% <sup>dh</sup>	87% <sup>h</sup>	90% <sup>dh</sup>	91% <sup>dh</sup>	89% <sup>h</sup>	83%	88%	92% <sup>kl</sup>	88% <sup>o</sup>	95% <sup>kmp</sup>	90% <sup>o</sup>	96% <sup>kmp</sup>	78%	89% <sup>o</sup>	89% <sup>u</sup>	93% <sup>u</sup>	92% <sup>u</sup>	95% <sup>qu</sup>	75%	87% <sup>kz</sup>	94% <sup>uvxz</sup>	90% <sup>kz</sup>	95% <sup>uvxz</sup>	81%			
Lesbian/ gay woman	45	30	14	15	15	7	3	4	8	27	15	15	4	7	2	9	4	4	1	2	1	10	13	4	10	4	26			
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	2% <sup>kl</sup>	*	4% <sup>kklmp</sup>	1%	1% <sup>st</sup>	*	1%	*	4% <sup>rt</sup>	2% <sup>wy</sup>	*	1% <sup>ky</sup>	*	3% <sup>wxy</sup>			
Gay man	80	50	23	27	28	16	7	8	12	43	35	32	10	12	9	5	4	11	6	7	14	2	27	13	21	18	17			
	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	3% <sup>lp</sup>	1%	3% <sup>p</sup>	2%	2% <sup>p</sup>	1%	4% <sup>su</sup>	2%	4% <sup>su</sup>	1%	4% <sup>wyz</sup>	2%	3% <sup>ky</sup>	2%	3% <sup>ky</sup>	2%			
Bisexual	191	78	25	53	105	34	10	24	71	116	60	61	14	16	7	31	38	9	10	4	12	38	39	18	26	28	83			
	5%	3% <sup>b</sup>	2%	4% <sup>lab</sup>	7% <sup>abcef</sup>	5% <sup>ab</sup>	4%	6% <sup>ab</sup>	10% <sup>abdefg</sup>	6% <sup>j</sup>	3%	5% <sup>lm</sup>	2%	4% <sup>ln</sup>	1%	14% <sup>klnmp</sup>	6% <sup>ln</sup>	3%	4%	2%	2%	16% <sup>qrst</sup>	5% <sup>wy</sup>	2%	4%	3%	10% <sup>wxy</sup>			
Prefer to self-describe	25	11	5	5	12	4	1	3	8	15	9	8	-	3	-	3	5	-	-	-	1	3	2	-	6	3	13			
	1%	*	*	*	1%	1%	*	1%	1% <sup>ab</sup>	1%	*	1% <sup>l</sup>	-	1% <sup>l</sup>	-	1% <sup>ln</sup>	1%	-	-	*	1% <sup>qt</sup>	*	-	-	1% <sup>w</sup>	*	2% <sup>wy</sup>			
Prefer not to say	69	37	25	12	28	9	3	7	19	29	33	21	8	4	2	1	14	5	1	3	4	6	15	9	12	5	11			
	2%	1%	2% <sup>a</sup>	1%	2% <sup>c</sup>	1%	1%	2%	3% <sup>ac</sup>	2%	2%	2% <sup>ln</sup>	1%	1%	*	2% <sup>no</sup>	2%	*	*	2%	1%	2% <sup>st</sup>	2% <sup>y</sup>	1%	2% <sup>y</sup>	*	1% <sup>y</sup>			

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.



**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Table 72  
**On a typical day, from which of the following sources, if any, do you get information about news and current affairs?**  
**Base: All respondents**

	Gender			Age										Age II		Gender + Age										Social Grade										Region									
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humberside (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of England (G)	London (H)	South East (I)	South West (J)	NET: England (K)							
Unweighted base	4067	1992	2063	380	643	681	677	665	1021	555	466	1023	1358	1686	187	473	679	840	192	543	676	844	1079	1275	761	952	353	168	495	359	363	323	198	407	480	541	380	3516							
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525							
News or current affairs programmes on TV	2236	1135	1098	151	228	307	386	418	746	377	369	379	692	1164	73	194	369	572	77	184	323	591	560	689	470	517	189	104	259	195	215	168	112	213	259	326	198	1935							
	55%	58%b	52%	35%	33%	46%cd	57%cde	65%def	78%defg	74%defg	83%defg	34%	82%k	73%kl	34%	37%	56%lmnop	74%lmnop	35%	31%	47%lmnop	72%lmnop	55%	56%	56%	53%	54%	62%h	56%h	57%h	55%h	55%h	54%	47%	56%h	54%	55%h	54%							
News or current affairs programmes on the radio	1439	780	658	70	176	239	281	270	401	230	171	247	521	672	35	127	304	350	36	120	217	322	386	473	297	283	111	62	161	112	128	115	74	133	176	217	150	1255							
	35%	40%b	31%	16%	25%k	36%kl	41%cd	42%cde	42%cde	45%cdeh	39%cd	22%	39%k	42%k	16%	24%lm	46%lmnop	45%lmnop	16%	20%	32%lmnop	39%lmnop	38%y	38%y	35%y	29%	32%	37%	35%	33%	35%	37%	34%	32%	37%	41%z	CGH36%L	35%							
Physical/paper copies of broadsheet newspapers or magazines (e.g. Times, Guardian, Telegraph)	396	251	145	42	79	66	59	47	102	44	58	122	125	149	25	81	84	86	18	41	41	63	153	118	69	56	33	15	45	21	38	18	14	30	78	55	48	348							
	10%	13%b	7%	10%	11%g	10%	9%	7%	11%gi	9%	13%lghi	11%	9%	9%	12%st	15%qrst	13%sttu	11%sttu	8%	4%	7%	6%	8%	15%vwxy	9%y	8%	6%	9%	9%	10%	6%	10%E	6%	7%	8%	14%z	BCE	10%FGIL	10%	13%CEFG	10%CE				
Physical/paper copies of other newspapers or magazines (e.g. Metro, Daily Mail, Stylist, Good Housekeeping)	561	313	249	39	83	72	82	71	215	89	125	122	154	286	23	76	93	144	15	46	61	142	167	151	117	126	37	20	67	43	64	31	23	39	116	76	45	501							
	14%	16%b	12%	9%	12%	11%	12%	11%	22%kdef	17%kdef	28%kdef	11%	11%	18%kl	11%	14%lm	14%lm	18%lmnop	7%	8%	9%	17%lmnop	16%lm	12%	14%	13%	11%	12%	15%Q	12%	17%z	EG	10%	12%	10%	10%	21%z	ABC	13%EFGL	13%	14%EG				
Mainstream online news websites/apps (e.g. BBC, Sky News, national newspapers)	2421	1271	1142	203	399	397	439	403	580	324	256	601	837	963	108	307	460	504	93	289	375	477	682	772	479	487	205	109	272	198	214	174	115	258	327	327	222	2101							
	59%	65%b	54%	47%	57%k	60%k	65%cdj	62%k	61%c	61%c	63%cd	53%	63%	61%k	10%	59%lm	70%lmnop	65%lmnop	42%	58%	55%lm	58%lm	67%vwxy	62%xy	47%y	50%	59%	65%	59%	58%	57%	58%	57%	66%CDEI	60%	60%	67%	66%L	60%						
Alternative/sector focused online news websites/apps (e.g. technology, politics, fashion)	450	283	165	62	97	90	64	63	73	40	34	159	155	136	38	101	101	82	24	58	54	53	150	136	81	82	39	18	53	30	42	37	20	34	91	52	33	391							
	11%	14%b	8%	14%lghi	14%lghi	14%lghi	9%	10%	8%	8%	14%lm	12%lm	8%	18%qstu	19%qstu	15%qstu	11%su	11%su	10%su	5%	8%	7%	15%vwxy	11%	10%	8%	11%	11%	11%	12%	9%	11%	12%	10%	9%	17%z	BCDF	9%GUL	9%	19%GL					
Social media - Facebook	1394	573	817	135	280	298	266	203	211	118	93	415	564	414	65	168	230	175	70	245	334	238	352	409	300	333	122	53	166	126	128	106	65	143	178	185	121	1207							
	34%	29%	39%a	31%hij	40%cdghi	45%cdgh	39%cdghi	31%hij	22%	23%	21%	37%km	42%klm	26%	31%q	32%q	35%qu	23%	32%q	41%nopq	49%nopq	29%iq	34%	33%	36%	34%	35%	32%	36%	37%	35%	35%	33%	36%	33%	32%	33%	32%	33%	34%					
Social media - Twitter/X	791	485	300	176	220	147	119	86	44	29	15	396	265	130	102	233	176	76	72	159	87	54	296	222	138	135	80	38	89	59	85	52	32	59	178	66	53	678							
	19%	25%b	14%	41%defg	32%efgh	22%efgh	17%ghij	13%hij	5%	6%	3%	35%lm	20%lm	8%	48%pqrs	45%pqrs	27%qstu	10%su	33%qstu	26%qstu	13%su	7%	29%vwxy	18%y	16%	14%	23%GU	23%GU	19%I	17%I	23%EGU	17%I	16%	15%	33%ZABC	11%DEFGUL	15%	19%GL							

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 72  
**On a typical day, from which of the following sources, if any, do you get information about news and current affairs?**  
**Base: All respondents**

	Gender			Age							Age II			Gender - Age								Social Grade				Region													
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55+ (m)	Male 18-24 (n)	Male 18-34 (o)	Male 35-54 (p)	Male 55+ (q)	Female 18-24 (r)	Female 18-34 (s)	Female 35-54 (t)	Female 55+ (u)	AB (v)	C1 (w)	C2 (x)	DE (y)	Scotland (z)	North East (A)	North West (B)	Yorkshire & Humberside (C)	West Midlands (D)	East Midlands (E)	Wales (F)	East of England (G)	London (H)	South East (I)	South West (J)	NET: England (K)	
Weighted base	4072	1955	2104	433	697	662	679	646	955	512	443	1130	1341	1601	212	523	654	778	220	599	685	821	1022	1238	844	967	351	167	461	342	368	306	196	394	545	578	364	3525	
Social media - YouTube	883	545	334	211	207	187	116	91	71	38	33	418	303	162	122	247	190	107	89	167	112	55	307	240	146	189	69	25	96	76	99	69	36	80	173	97	64	778	
	22%	28%b	16%	49%defghj	30%fghi	28%fghi	17%hij	14%hij	7%	7%	7%	37%lm	23%lm	10%	58%opqrstu	47%opqrstu	29%stuv	14%stuv	40%opqrstu	28%stuv	16%stuv	7%	30%wxyz	19%	17%	20%	20%	15%	21%	22%ij	27%zABFGUL	23%kl	18%	20%		32%ABC	17%	17%	22%AU
Social media - Instagram	919	384	530	257	313	176	96	50	28	14	14	569	272	78	118	220	122	32	139	335	149	46	354	283	149	133	79	29	98	70	93	65	35	62	189	123	78	806	
	23%	20%	25%ka	59%defghj	45%efghj	27%fghi	14%hij	8%hij	3%	3%	3%	50%lm	20%lm	5%	56%opqrstu	44%opqrstu	19%stuv	4%	63%opqrstu	56%opqrstu	22%stuv	6%	35%wxyz	23%xy	18%xy	14%	22%G	21%G	21%	25%FG	21%	18%	16%		35%ABC	21%G	21%G	23%G	
Social media - TikTok	653	249	400	232	215	113	62	22	8	6	2	447	176	31	91	158	75	16	141	285	100	15	231	193	112	117	47	18	81	53	73	37	18	44	159	81	42	589	
	16%	13%	19%sa	54%defghj	31%efghj	17%fghi	9%hij	3%hij	1%	1%	1%	40%lm	13%lm	2%	43%opqrstu	30%opqrstu	12%stuv	2%	64%opqrstu	48%opqrstu	15%stuv	2%	23%wxyz	16%xy	13%	12%	13%	11%	18%EFGJ	16%FGJ	20%zAEF	12%	9%	11%		29%ABC	14%	12%	17%AEFGJ
Social media - Reddit	368	226	128	99	137	95	26	7	4	3	1	237	121	10	58	149	90	7	41	86	39	3	157	109	53	49	59	13	39	30	33	19	13	17	88	41	26	306	
	9%	12%b	6%	23%efghj	20%efghj	14%fghi	4%g hij	1%	1%	1%	1%	21%lm	9%lm	1%	28%opqrstu	28%opqrstu	12%stuv	1%	19%opqrstu	14%stuv	6%stuv	3	15%wxyz	9%xy	6%	5%	14%ABCDEFGJ	8%G	9%G	9%G	6%	6%	4%		16%ABCDE	7%	7%	9%G	
Social media - other platform	189	118	69	63	46	30	22	15	14	9	5	109	51	28	30	61	39	17	33	45	12	11	79	48	30	31	19	6	21	16	22	7	5	6	53	24	10	165	
	5%	6%b	3%	15%defghj	7%fghi	4%g hij	3%hij	2%	1%	2%	1%	10%lm	4%lm	2%	14%opqrstu	12%opqrstu	6%stuv	2%	15%opqrstu	8%stuv	2%	1%	8%wxyz	4%	4%	3%	5%EG	4%	5%G	5%G	6%EGJ	2%	3%	2%		10%ABCDE	4%G	3%	5%EG
Live streaming platforms (e.g. Twitch, Kick, YouTube Live)	342	216	125	86	92	69	41	26	28	15	13	178	111	54	47	109	73	35	39	69	37	19	147	86	45	64	30	16	44	32	35	27	11	16	81	26	24	301	
	8%	11%b	6%	20%defghj	13%fghi	10%fghi	6%hij	4%	3%	3%	3%	16%lm	8%lm	3%	22%opqrstu	21%opqrstu	11%stuv	4%stuv	22%opqrstu	12%stuv	5%stuv	2%	14%wxyz	7%	5%	7%	9%GI	10%GI	9%GI	9%GI	10%GI	9%GI	5%	4%		15%BCDE	5%	7%	9%GI
Podcasts	541	316	224	107	140	131	81	45	37	19	18	247	211	82	53	133	139	44	54	113	72	39	233	146	74	88	52	15	62	37	31	47	22	40	120	61	53	467	
	13%	16%b	11%	25%efghj	20%fghi	20%fghi	12%ghij	7%hij	4%	4%	4%	22%lm	16%lm	5%	25%opqrstu	25%opqrstu	21%stuv	6%	24%opqrstu	19%stuv	11%stuv	5%	23%wxyz	12%xyz	9%	9%	15%D	9%	13%D	11%	8%	15%DGI	11%	10%		22%ABC	11%	15%D	13%D
Conversation with friends, family, colleagues, teachers	1901	807	1087	217	361	331	321	305	365	189	176	578	652	670	104	249	279	279	113	324	372	391	509	597	395	400	164	86	216	151	166	140	82	175	288	257	174	1654	
	47%	41%	52%ka	50%hij	52%hij	50%hij	47%hij	47%hij	38%	37%	40%	51%lm	49%lm	42%	49%q	48%q	43%q	36%	51%pq	54%opqrstu	54%opqrstu	48%q	50%y	48%y	47%y	41%	47%	51%	47%	44%	45%	46%	42%	45%		53%CDFG	45%	48%	47%
Other sources (specify)	54	24	29	1	3	3	9	15	22	10	12	4	12	38	1	1	4	18	-	3	7	19	12	13	9	20	5	-	4	4	4	5	4	5	5	11	5	44	
	1%	1%	1%	1%	1%	1%	2%code	2%code	2%code	2%code	2%code	1%	2%aj	1%	1%	1%	1%	2%oprs	-	1%	1%	2%oprs	1%	1%	1%	2%	2%	-	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%
None of the above	74	31	43	7	16	19	8	13	10	7	3	23	28	23	3	8	16	7	4	15	11	16	17	24	6	26	10	2	5	12	8	7	3	6	7	10	4	61	
	2%	2%	2%	2%	2%	3%hij	1%	2%	1%	1%	1%	2%	2%	1%	1%	2%	3%q	1%	2%	2%q	2%	2%	2%	2%k	1%	3%lx	3%	1%	1%	3%BHUL	2%	2%	2%	2%	2%	1%	2%	1%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m - n/o/p/q/r/s/t/u - v/w/x/y - z/A/B/C/D/E/F/G/H/I/J/K/L  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 73  
**On a typical day, from which of the following sources, if any, do you get information about news and current affairs?**  
**Base: All respondents**

	Housing tenure										Education		O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)				
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)
Unweighted base	4067	2652	1518	1134	1334	684	269	415	650	1966	2006	1284	651	352	538	272	616	304	210	180	637	265	811	656	705	1106	822
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790
News or current affairs programmes on TV	2236	1595	981	615	593	328	155	173	264	1032	1163	649	576	241	272	201	169	168	125	361	99	423	483	428	663	359	45%
News or current affairs programmes on the radio	1439	1066	574	492	349	175	75	100	174	754	668	430	337	178	173	73	129	104	87	82	227	67	284	273	287	409	270
Physical/paper copies of broadsheet newspapers or magazines (e.g. Times, Guardian, Telegraph)	396	280	152	128	112	52	22	30	59	256	128	123	101	57	35	16	22	48	46	38	60	25	108	103	108	121	91
Physical/paper copies of other newspapers or magazines (e.g. Metro, Daily Mail, Stylist, Good Housekeeping)	561	398	254	144	156	85	41	44	71	269	283	162	179	42	82	20	32	48	60	26	126	27	114	176	104	209	92
Mainstream online news websites/apps (e.g. BBC, Sky News, national newspapers)	2421	1637	851	786	731	337	137	200	394	1282	1092	759	621	273	266	138	256	182	170	127	342	154	492	463	478	633	511
Alternative/sector focused online news websites/apps (e.g. technology, politics, fashion)	450	257	121	136	182	70	30	40	112	272	161	146	69	33	56	37	54	36	28	21	61	43	98	69	80	108	132
Social media - Facebook	1394	937	355	482	528	272	119	153	256	693	659	411	240	111	182	61	231	100	84	58	220	73	262	251	226	408	257
Social media - Twitter/X	791	439	166	273	340	156	57	99	184	479	262	267	123	74	100	40	104	82	47	38	111	57	215	145	172	213	196
Social media - YouTube	883	445	174	271	412	187	72	115	225	481	353	250	115	66	126	51	182	78	49	41	152	75	205	157	169	270	220

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.

**Yonder Corporate Affairs and Politics Survey - October 2025 GB Only**  
**ONLINE Fieldwork: 17th to 21st October 2025**

Absolutes/col percents

Table 73  
**On a typical day, from which of the following sources, if any, do you get information about news and current affairs?**  
**Base: All respondents**

	Housing tenure										Education		O5 Past Vote (2024)					O1 Future Vote: SUM: Very Likely (9-10)					O1 Future Vote: SUM: Likely (7-10)					
	Total	NET: Homeowners (a)	Owned outright - without mortgage (b)	Owned with a mortgage or loan (c)	NET: Renters (d)	NET: Rent from Council/Housing Association (e)	Rented from the council (f)	Rented from a housing association (g)	Rented from someone else (h)	NET: Degree or equivalent (i)	No Degree (j)	Lab (k)	Con (l)	LD (m)	RUK (n)	Green (o)	Did not vote (p)	Lab (q)	Con (r)	LD (s)	RUK (t)	Green (u)	Lab (v)	Con (w)	LD (x)	RUK (y)	Green (z)	
Weighted base	4072	2571	1337	1233	1412	708	282	426	704	1943	2016	1144	808	418	482	224	614	271	255	192	610	243	756	745	729	1096	790	
Social media - Instagram	919	484	149	336	403	170	51	119	232	566	298	281	112	89	63	65	201	73	47	37	84	90	219	162	194	187	249	
	23%	19%b	11%	27%abf	29%abef	24%abf	18%b	28%abef	33%abdef	29%	15%	25%ln	14%	21%ln	13%	29%lmn	33%klmn	27%rt	18%	19%	14%	37%qrst	29%wy	22%y	27%wy	17%	31%wy	
Social media - TikTok	653	308	80	229	320	156	51	105	164	376	229	198	62	54	57	46	153	56	24	28	74	62	157	101	118	147	186	
	16%	12%b	6%	19%ab	23%abc	22%ab	18%ab	25%abc	23%abc	19%	11%	17%ln	8%	13%l	12%l	21%lmn	25%klmn	21%st	9%	14%	12%	26%rst	21%wy	14%	16%	13%	24%wy	
Social media - Reddit	368	190	54	136	170	57	16	41	113	245	104	133	25	39	24	35	72	38	15	26	37	45	101	38	102	79	121	
	9%	7%b	4%	11%abef	12%abef	8%b	6%	10%b	16%abdefg	13%	5%	12%ln	3%	9%ln	5%	16%lmn	12%ln	14%rt	6%	14%rt	6%	19%rt	13%wy	5%	10%	14%wy	7%w	15%wy
Social media - other platform	189	100	41	59	83	42	14	28	41	119	53	63	20	14	17	16	30	23	5	8	24	12	60	34	42	54	53	
	5%	4%b	3%	5%b	6%ab	6%ab	5%	6%ab	6%ab	6%	3%	5%l	2%	3%	4%	7%lmn	5%l	8%rt	2%	4%	4%	5%	8%wy	5%	6%	5%	7%	
Live streaming platforms (e.g. Twitch, Kick, YouTube Live)	342	189	70	118	142	71	32	39	71	209	117	94	56	31	56	13	58	37	22	20	66	26	85	71	67	117	84	
	8%	7%b	5%	10%ab	10%ab	10%ab	11%ab	9%b	10%ab	11%	6%	8%	7%	7%	12%klmo	6%	9%	13%	9%	11%	11%	11%	11%	11%	10%	9%	11%	
Podcasts	541	309	103	206	213	82	33	49	132	366	158	194	64	48	55	47	71	58	31	26	57	62	154	86	129	125	168	
	13%	12%b	8%	17%abeg	15%abeg	12%b	11%b	19%abdefg	19%	8%	17%lmnp	8%	11%	11%l	11%l	21%lmnp	12%l	21%rst	12%	13%	9%	25%rst	20%wy	12%	18%wy	11%	21%wy	
Conversation with friends, family, colleagues, teachers	1901	1220	613	607	646	303	115	188	344	975	877	566	360	179	233	112	272	140	106	82	272	119	357	318	327	507	390	
	47%	47%ef	46%	49%ef	46%e	43%	41%	44%	49%def	50%	43%	49%lmp	45%	43%	48%	50%	44%	52%rt	41%	43%	45%	47%	47%	43%	45%	46%	49%wx	
Other sources (specify)	54	32	24	8	20	12	2	10	8	20	34	11	11	4	15	2	8	2	4	3	15	3	8	9	7	22	8	
	1%	1%c	2%ac	1%	2%	1%	1%	2%c	1%	1%	2%	1%	1%	1%	3%klmp	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	
None of the above	74	40	16	24	31	19	10	8	13	25	45	13	9	11	4	5	20	-	2	5	5	3	11	6	9	10	8	
	2%	2%	1%	2%	2%b	3%b	4%ab	2%	2%	1%	2%l	1%	1%	3%kn	1%	2%	3%kin	-	1%	2%q	1%	1%	1%	1%	1%	1%	1%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r/s/t/u - v/w/x/y/z  
 Overlap formulae used.