

## YouGov / Betterworld Ltd Survey Results

Sample Size: 2121 Adults in the UK  
Fieldwork: 27th - 28th January 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification			Country			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland
Weighted Sample	2121	369	526	191	223	125	751	755	1029	1092	223	876	526	496	717	475	634	1775	110	176	59
Unweighted Sample	2121	336	543	220	236	146	824	754	925	1196	194	795	573	559	800	513	515	1776	130	162	53
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Conservative, led by Kemi Badenoch	11	45	2	5	3	3	9	16	9	13	8	7	10	21	11	14	12	11	8	9	8
Labour, led by Keir Starmer	13	3	37	5	0	8	24	5	14	12	9	16	12	10	20	10	9	13	11	14	13
Liberal Democrat, led by Ed Davey	7	2	9	40	1	2	12	3	7	7	10	7	8	6	10	7	5	8	4	4	4
Scottish National Party (SNP), led by John Swinney	2	0	1	0	0	0	3	1	2	1	1	2	3	2	2	2	2	0	0	23	0
Plaid Cymru, led by Rhun ap Iorwerth	1	0	1	1	0	1	2	0	1	1	0	1	1	0	1	1	0	0	13	0	0
Reform UK, led by Nigel Farage	22	29	9	8	84	3	7	45	29	16	7	16	29	32	16	23	31	23	17	17	15
Green, led by Zack Polanski	13	2	18	15	1	68	17	5	13	14	33	17	8	3	15	12	9	14	17	9	6
Some other party	2	1	1	1	1	2	2	2	3	2	1	2	4	1	2	1	2	1	1	1	32
Would not vote	10	3	4	4	1	1	5	6	9	11	12	13	9	6	7	10	11	11	10	4	13
Don't know	15	15	16	19	7	11	16	15	11	20	11	16	15	17	14	19	15	16	16	15	11
Refused	3	1	3	4	2	1	2	2	3	3	8	4	2	1	2	2	3	3	4	3	0

Please imagine that a general election was being held tomorrow. Wes Streeting was leader of the Labour party, Kemi Badenoch was leader of the Conservatives, Nigel Farage was leader of Reform UK, Ed Davey was leader of the Liberal Democrats, John Swinney was leader of the Scottish National Party (SNP), Rhun ap Iorwerth was leader of Plaid Cymru, and Zak Polanski was leader of the Greens. In this scenario, for which party would you vote?

Conservative, led by Kemi Badenoch	11	45	3	6	3	3	10	16	9	13	7	8	10	21	12	16	11	12	8	9	12
Labour, led by Wes Streeting	11	3	32	6	0	6	21	5	11	11	9	12	12	10	17	9	7	12	10	10	12
Liberal Democrat, led by Ed Davey	8	3	11	42	1	2	14	3	9	8	11	8	9	7	11	9	5	9	5	4	8
Scottish National Party (SNP), led by John Swinney	2	0	1	0	0	0	4	2	2	2	1	2	3	2	2	2	2	0	0	26	0
Plaid Cymru, led by Rhun ap Iorwerth	1	0	1	1	0	2	2	0	1	1	1	1	1	0	1	1	0	0	16	0	0
Reform UK, led by Nigel Farage	23	31	9	8	85	4	7	47	30	17	9	17	31	34	16	26	33	24	20	17	23
Green, led by Zak Polanski	15	2	21	18	2	65	19	5	14	15	32	20	8	3	17	12	11	15	14	14	10
Some other party	1	1	0	0	1	1	1	2	2	1	0	1	2	1	1	1	1	1	0	0	13
Would not vote	10	2	4	2	1	2	5	6	8	11	10	12	8	7	7	9	10	10	11	3	12
Don't know	14	12	16	14	6	12	15	13	11	17	12	15	14	14	14	13	16	14	13	15	11
Refused	3	1	3	3	1	5	2	2	3	3	9	3	2	1	2	2	3	3	3	2	0

\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

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Fieldwork: 27th - 28th January 2026

		Region in England				Red / Blue wall			2024 Labour seats	Vote in 2019 GE					Education level		
Total		North	Midlands	London	South	Red wall	Blue Wall (50)	Blue Wall (40)		Con	Lab	Lib Dem	Brexit Party	Green	Low	Medium	High
Weighted Sample	2121	488	337	244	706	132	147	119	1323	633	474	137	38	59	579	834	708
Unweighted Sample	2121	458	330	234	754	127	159	129	1308	634	495	162	36	63	561	827	733
%		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Conservative, led by Kemi Badenoch	11	11	10	13	12	5	13	11	10	27	1	7	0	6	11	13	8
Labour, led by Keir Starmer	13	14	12	18	10	14	12	12	14	4	35	16	0	4	7	10	21
Liberal Democrat, led by Ed Davey	7	6	6	7	10	4	14	15	6	3	9	32	3	8	5	7	10
Scottish National Party (SNP), led by John Swinney	2	0	0	0	0	0	0	0	2	0	1	1	0	0	2	2	2
Plaid Cymru, led by Rhun ap Iorwerth	1	0	0	0	0	2	0	0	1	0	1	0	0	0	0	0	1
Reform UK, led by Nigel Farage	22	23	28	13	24	29	17	18	23	41	9	5	82	16	35	22	12
Green, led by Zack Polanski	13	14	13	20	12	11	14	13	15	4	23	14	3	44	8	12	20
Some other party	2	1	2	2	1	3	2	1	1	1	1	1	4	3	2	3	2
Would not vote	10	13	12	7	10	16	11	11	12	3	5	1	4	3	13	11	7
Don't know	15	15	15	14	17	14	14	15	13	15	14	20	5	13	15	17	14
Refused	3	2	2	5	3	3	4	4	3	2	2	3	0	3	2	3	3

Please imagine that a general election was being held tomorrow. Wes Streeting was leader of the Labour party, Kemi Badenoch was leader of the Conservatives, Nigel Farage was leader of Reform UK, Ed Davey was leader of the Liberal Democrats, John Swinney was leader of the Scottish National Party (SNP), Rhun ap Iorwerth was leader of Plaid Cymru, and Zak Polanski was leader of the Greens. In this scenario, for which party would you vote?

Conservative, led by Kemi Badenoch	11	11	10	11	14	5	15	15	10	28	1	9	0	7	11	14	9
Labour, led by Wes Streeting	11	12	10	20	9	10	14	14	12	4	29	15	0	7	6	9	18
Liberal Democrat, led by Ed Davey	8	8	7	6	11	5	15	16	7	4	12	32	3	7	6	7	12
Scottish National Party (SNP), led by John Swinney	2	0	0	0	0	0	0	0	2	0	2	1	0	0	3	2	2
Plaid Cymru, led by Rhun ap Iorwerth	1	0	0	0	0	1	0	0	1	0	2	0	0	2	0	1	2
Reform UK, led by Nigel Farage	23	24	30	15	24	32	17	18	23	42	9	6	76	17	37	23	12
Green, led by Zak Polanski	15	15	14	20	13	12	16	16	16	4	25	16	3	45	8	13	21
Some other party	1	1	2	1	1	3	2	1	1	1	1	0	4	0	1	2	1
Would not vote	10	11	11	7	10	11	9	9	11	3	5	1	7	3	11	11	7
Don't know	14	15	14	15	13	16	8	8	14	12	12	18	8	10	14	15	13
Refused	3	3	2	4	3	5	3	2	3	1	2	1	0	2	2	3	3

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