

YouGov Survey Results

Sample Size: 1113 adults in Scotland (16+)
Fieldwork: 8th - 14th January 2026

	VI: Constituency						VI: List						Vote in 2024 GE				EU Ref 2016		Indy Ref 2014		Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	SNP	Green	Reform	Con	Lab	Lib Dem	SNP	Green	Reform	Con	Lab	Lib Dem	SNP	Remain	Leave	Yes	No	Male	Female	16-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	1113	73	106	88	267	96	166	84	106	81	224	120	172	99	278	77	236	589	255	391	484	533	580	136	434	282	262	579	534
Unweighted Sample	1113	78	119	88	299	108	156	90	121	80	254	137	157	101	300	89	264	603	276	382	449	491	622	110	374	293	336	641	472
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HOLYROOD HEADLINE VOTING INTENTION:

Constituency Voting Intention

[Headline voting intention projected by YouGov
MRP model]

Con	10	100	0	0	0	0	0	84	1	0	0	0	3	60	5	9	0	9	17	1	20	10	10	1	4	13	18	11	9
Lab	15	0	100	0	0	0	0	4	91	9	0	0	2	4	48	4	1	18	9	3	26	15	15	12	13	18	15	16	13
Lib Dem	10	0	0	100	0	0	0	1	2	86	3	5	2	3	7	76	5	11	10	9	11	7	13	7	13	4	14	9	12
SNP	34	0	0	0	100	0	0	4	6	3	94	31	0	0	15	2	85	42	18	61	12	33	35	35	37	33	30	34	34
Green	9	0	0	0	0	100	0	0	0	1	3	63	0	1	5	5	7	10	1	9	5	9	10	31	14	4	2	11	7
Reform	20	0	0	0	0	0	100	7	0	0	0	1	93	31	17	3	1	9	42	16	24	23	16	12	18	26	19	17	22
Other	2	0	0	0	0	0	0	0	0	1	0	1	0	1	3	1	1	1	4	2	2	3	1	2	2	2	2	2	2

List Voting Intention

[Headline voting intention projected by YouGov
MRP model]

Con	11	90	3	1	1	0	4	100	0	0	0	0	0	59	7	10	0	10	16	2	21	12	10	5	5	14	18	12	10
Lab	15	2	89	3	4	0	0	0	100	0	0	0	0	4	45	7	1	18	9	4	24	13	16	9	12	18	16	14	16
Lib Dem	9	0	5	76	1	1	0	0	0	100	0	0	0	2	9	62	4	11	7	7	10	7	11	9	10	5	11	8	10
SNP	29	0	0	11	83	12	0	0	0	0	100	0	0	0	12	4	77	37	15	56	9	26	32	22	34	28	25	29	30
Green	12	0	0	5	10	86	0	0	0	0	0	100	0	1	6	8	14	13	2	13	7	13	12	34	17	5	5	16	8
Reform	20	6	2	4	0	0	95	0	0	0	0	0	100	33	18	8	1	9	44	16	25	24	16	21	18	25	19	19	22
Alba	1	0	0	0	2	1	0	0	0	0	0	0	0	0	2	0	2	2	2	2	1	2	1	0	1	2	2	1	2
Other	2	2	0	0	0	0	0	0	0	0	0	0	0	1	2	0	0	1	4	1	2	2	1	2	2	2	1	1	3

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Weighted Sample Unweighted Sample	VI: Constituency							VI: List						Vote in 2024 GE				EU Ref 2016		Indy Ref 2014		Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	SNP	Green	Reform	Con	Lab	Lib Dem	SNP	Green	Reform	Con	Lab	Lib Dem	SNP	Remain	Leave	Yes	No	Male	Female	16-24	25-49	50-64	65+	ABC1	C2DE	
	1113	73	106	88	267	96	166	84	106	81	224	120	172	99	278	77	236	589	255	391	484	533	580	136	434	282	262	579	534	
	1113	78	119	88	299	108	156	90	121	80	254	137	157	101	300	89	264	603	276	382	449	491	622	110	374	293	336	641	472	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If there were an election to the Scottish Parliament tomorrow, and thinking about the constituency vote and the parties likely to stand in your constituency, how would you vote?

Scottish Conservative and Unionist	7	100	0	0	0	0	0	77	1	0	0	0	2	48	4	5	0	6	12	1	13	7	6	1	2	9	13	7	6
Scottish Labour	9	0	100	0	0	0	0	3	83	8	0	0	2	3	32	3	0	12	7	3	17	11	8	8	7	12	11	11	8
Scottish Liberal Democrat	8	0	0	100	0	0	0	1	2	84	3	5	2	3	6	64	4	10	8	7	9	6	9	5	9	4	12	7	8
Scottish National Party (SNP)	24	0	0	0	100	0	0	5	8	4	92	24	0	0	13	2	73	31	14	46	9	26	22	23	23	25	25	25	23
Scottish Greens	9	0	0	0	0	100	0	0	0	1	4	68	0	1	6	6	7	9	1	9	4	9	8	24	11	4	2	11	6
Reform UK	15	0	0	0	0	0	100	8	0	0	0	1	92	27	14	3	1	7	36	14	19	19	11	9	12	21	17	13	17
Some other party	2	0	0	0	0	0	0	0	0	1	0	1	0	1	2	1	1	1	3	1	1	2	1	1	2	2	1	1	2
Wouldn't vote	9	0	0	0	0	0	0	0	1	0	0	0	0	1	1	0	3	6	3	6	5	7	10	3	13	7	5	5	12
Don't know	17	0	0	0	0	0	0	6	5	2	0	1	2	17	21	16	10	17	13	13	20	11	22	22	18	14	14	17	16
Refused	2	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	1	2	1	2	1	3	4	2	2	0	1	3

And thinking about the regional or party vote for the Scottish Parliament, which party list would you vote for?

Scottish Conservative and Unionist	8	88	3	1	2	0	4	100	0	0	0	0	0	48	5	7	0	7	12	1	14	9	6	4	3	10	14	9	6
Scottish Labour	10	2	84	3	3	0	0	0	100	0	0	0	0	3	30	5	1	12	7	3	16	10	10	6	7	13	13	9	10
Scottish Liberal Democrat	7	0	6	77	1	1	0	0	0	100	0	0	0	3	8	53	4	9	5	5	9	6	8	7	8	4	10	7	7
Scottish National Party (SNP)	20	0	1	7	78	10	0	0	0	0	100	0	0	0	11	4	63	27	12	41	7	19	21	14	20	22	21	21	20
Scottish Greens	11	0	0	6	11	85	1	0	0	0	0	100	0	1	6	9	15	11	2	11	6	12	9	26	13	5	6	15	6
Reform UK	15	6	4	3	0	0	95	0	0	0	0	0	100	27	14	6	1	7	36	13	20	20	11	14	12	20	17	14	17
Alba	1	0	0	0	3	1	0	0	0	0	0	0	0	0	2	0	2	2	2	3	1	3	0	0	1	2	2	1	2
Some other party	1	3	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	3	1	2	2	1	1	1	1	1	1	2
Wouldn't vote	8	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	3	5	3	6	5	7	9	3	12	7	5	5	11
Don't know	16	2	3	2	1	2	0	0	0	0	0	0	0	17	21	16	9	16	14	14	18	10	21	20	18	13	12	17	15
Refused	3	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	2	2	2	2	2	2	3	4	4	2	0	2	3