

YouGov Survey Results

Sample Size: 2266 Adults in GB
Fieldwork: 21st - 22nd December 2025

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
Total		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2266	408	582	208	245	123	795	809	1097	1169	238	936	560	533	1290	952	1960	109	197	537	372	274	777
Unweighted Sample	2266	362	639	234	249	133	916	806	991	1275	150	866	603	647	1438	816	1955	122	189	529	393	268	765
%		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

	14 - 15 Dec	21 - 22 Dec																						
YouGov MRP																								
Con	17	19	63	5	7	7	2	13	27	17	21	15	16	19	26	21	18	20	11	13	19	23	22	20
Lab	18	20	2	52	4	1	9	28	8	19	21	24	23	18	15	21	18	21	9	12	26	24	28	14
Lib Dem	14	15	4	12	69	2	4	22	6	13	17	19	16	11	16	17	12	16	10	9	9	8	14	24
SNP	4	3	0	2	1	1	0	6	1	5	2	2	4	3	3	3	3	0	0	37	0	0	0	0
Plaid Cymru	1	1	0	2	0	1	0	1	1	1	2	1	2	1	1	1	1	0	23	0	0	0	0	0
Reform UK	28	25	29	9	5	83	4	7	50	30	20	7	18	33	34	20	33	25	39	19	28	28	15	25
Green	17	15	1	16	15	4	79	19	6	12	17	31	21	11	5	15	13	16	5	8	17	16	20	15
Other	2	2	1	2	0	2	2	2	2	2	1	2	1	4	1	2	2	2	3	3	2	1	1	2

Now, thinking specifically about your own constituency, if there were a general election held tomorrow and these were the parties standing, which party would you vote for?

Conservative	12	14	53	4	6	6	2	11	20	14	14	12	11	13	22	16	12	15	8	9	14	17	16	15
Labour	13	14	2	40	3	1	6	21	6	14	13	19	14	12	11	16	11	15	8	7	16	16	20	11
Liberal Democrat	10	10	3	9	55	1	2	16	4	9	10	14	9	7	12	12	7	11	6	5	6	5	9	17
Scottish National Party (SNP)	2	2	0	1	0	0	0	4	1	3	1	2	2	2	2	2	2	0	0	24	0	0	0	0
Plaid Cymru	1	1	0	1	0	0	0	1	1	0	1	1	1	0	1	1	1	0	14	0	0	0	0	0
Reform UK	20	19	26	8	5	76	2	6	41	26	14	6	13	26	30	17	23	19	31	14	22	23	12	19
Green	13	11	1	13	14	2	58	15	4	10	12	25	13	8	4	12	8	12	4	7	11	11	13	12
Some other party	1	1	0	1	0	2	1	2	1	2	1	3	1	3	1	2	1	1	2	2	1	1	2	2
Would not vote	10	11	2	4	2	2	7	6	6	10	11	6	16	10	4	7	16	10	12	11	13	12	10	8
Don't know	16	14	11	17	12	9	16	16	13	9	19	10	16	15	13	13	16	14	7	17	15	11	16	15
Refused	3	3	1	2	1	0	5	2	3	2	4	2	5	3	1	2	4	3	7	3	2	4	3	3

*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.

YouGov Weighting Data

YouGov weights GB political surveys by (1) age interlocked with gender and education, (2) political attention (3) social grade (4) 2024 recalled vote interlocked with region (5) EU referendum recalled vote and (6) ethnicity. Weighting targets are YouGov estimates, data sources used in the calculation of targets are cited below. Voting intention figures are separately modelled using MRP.

The poll was carried out online.

All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points.

	Unweighted no.	Weighted no.	Target %
Age by Gender by Education (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	282	242	10.7%
Men 50-64 High education	89	84	3.7%
Men 50-64 Mid education	113	102	4.5%
Men 50-64 Low education	91	88	3.9%
Men 25-49 High education	175	213	9.4%
Men 25-49 Mid education	120	150	6.6%
Men 25-49 Low education	66	97	4.3%
Men Under 25 High education	20	23	1.0%
Men Under 25 Mid & Low education	35	97	4.3%
Women Over 65	365	290	12.8%
Women 50-64 High education	91	79	3.5%
Women 50-64 Mid education	119	116	5.1%
Women 50-64 Low education	100	91	4.0%
Women 25-49 High education	289	229	10.1%
Women 25-49 Mid education	165	161	7.1%
Women 25-49 Low education	51	86	3.8%
Women Under 25 High education	28	27	1.2%
Women Under 25 Mid & Low education	67	91	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	282	431	19.0%
Medium (3-7)	1361	1360	60.0%
High (8,9,10)	623	476	21.0%
Social Grade (NRS and 2011 census)			
AB	823	634	28.0%
C1	616	657	29.0%
C2	346	476	21.0%
DE	481	499	22.0%
EU Referendum Vote (Election Result)			
Remain	916	795	35.1%
Leave	806	809	35.7%
Don't Know / Did Not Vote	544	662	29.2%

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

North Con	59	79	3.5%
North Lab	183	165	7.3%
North LD	26	27	1.2%
North Reform	63	66	2.9%
North Oth	49	45	2.0%
North DNV	149	154	6.8%
Midlands Con	74	77	3.4%
Midlands Lab	113	95	4.2%
Midlands LD	23	20	0.9%
Midlands Reform	55	50	2.2%
Midlands Oth	39	29	1.3%
Midlands DNV	89	100	4.4%
London Con	41	41	1.8%
London Lab	85	86	3.8%
London LD	31	23	1.0%
London Reform	15	18	0.8%
London Oth	27	34	1.5%
London DNV	69	73	3.2%
South Con	152	179	7.9%
South Lab	179	154	6.8%
South LD	129	120	5.3%
South Reform	91	88	3.9%
South Oth	66	54	2.4%
South DNV	148	181	8.0%
Wales Con	15	14	0.6%
Wales Lab	29	29	1.3%
Wales LD	7	5	0.2%
Wales PC	13	11	0.5%
Wales Reform	14	14	0.6%
Wales Oth DNV	44	36	1.6%
Scotland Con	21	18	0.8%
Scotland Lab	50	52	2.3%
Scotland LD	18	14	0.6%
Scotland SNP	40	43	1.9%
Scotland Reform	11	9	0.4%
Scotland Oth	9	7	0.3%
Scotland DNV	40	54	2.4%

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Ethnicity (2021/22 Census)

White	1904	1863	82.4%
Asian	166	179	7.8%
Black	62	75	3.3%
Mixed	62	39	1.7%
Refused/Rather not say	54	68	3.0%
Other	18	43	1.8%

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to <https://yougov.co.uk/about/panel-methodology>

Or visit our website: yougov.co.uk