

YouGov Survey Results

Sample Size: 2343 Adults in GB
Fieldwork: 4th - 5th January 2026

	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	2343	422	602	216	253	140	822	836	1134	1209	246	968	579	551	1335	994	2027	112	204	555	384	283	804
Unweighted Sample	2343	372	681	233	253	151	917	818	1017	1326	204	915	611	613	1437	897	2033	129	181	518	410	283	822
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

21 - 22
Dec '25 4 - 5
Jan '26

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov
MRP model]

Con	19	19	64	5	6	3	6	16	26	18	21	11	17	16	30	20	19	21	11	10	16	26	19	22
Lab	20	17	1	50	4	0	6	27	5	18	17	18	21	18	11	20	14	18	11	11	25	16	26	13
Lib Dem	15	16	6	12	72	2	10	22	9	15	17	19	17	14	15	18	13	17	8	11	11	11	15	25
SNP	3	4	0	2	0	0	0	6	1	4	3	1	3	5	4	4	3	0	0	40	0	0	0	0
Plaid Cymru	1	1	0	1	0	0	0	2	0	1	2	1	1	1	1	1	1	0	24	0	0	0	0	0
Reform UK	25	26	25	11	3	93	3	7	49	30	22	10	19	34	33	19	35	26	31	18	29	27	18	27
Green	15	15	2	17	13	1	75	19	6	13	17	38	20	9	6	17	12	16	15	8	16	18	21	13
Other	2	2	2	2	1	1	1	1	2	2	2	2	2	2	2	2	2	2	1	3	3	2	1	1

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	14	14	53	4	4	2	4	12	20	14	14	7	12	12	24	15	13	15	9	7	12	18	13	17
Labour	14	12	1	39	4	0	5	21	4	14	11	12	14	13	9	15	10	13	8	8	17	11	19	9
Liberal Democrat	10	11	5	9	61	2	7	17	7	11	11	12	11	10	12	13	9	12	6	9	7	8	10	18
Scottish National Party (SNP)	2	3	0	2	0	0	0	5	1	3	2	1	2	3	3	3	3	0	0	30	0	0	0	0
Plaid Cymru	1	1	0	1	0	0	0	1	0	1	1	2	1	1	0	1	1	0	17	0	0	0	0	0
Reform UK	19	20	22	9	3	84	2	5	41	23	16	7	14	26	29	16	25	20	26	14	22	21	13	20
Green	11	13	2	15	13	1	69	17	6	12	13	29	15	8	5	15	9	13	11	7	14	15	17	10
Some other party	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	0	2	2	1	1	1
Would not vote	11	10	2	4	1	2	1	5	7	9	11	9	13	10	6	7	14	11	9	5	11	12	12	10
Don't know	14	12	12	13	11	6	8	13	10	9	14	10	12	13	10	11	13	12	11	12	12	10	12	12
Refused	3	3	2	3	1	2	3	2	2	3	4	10	4	2	1	3	4	3	2	4	2	4	4	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	264	251	10.7%
Men 50-64 High education	78	87	3.7%
Men 50-64 Mid education	104	105	4.5%
Men 50-64 Low education	90	91	3.9%
Men 25-49 High education	185	220	9.4%
Men 25-49 Mid education	124	155	6.6%
Men 25-49 Low education	78	101	4.3%
Men Under 25 High education	17	23	1.0%
Men Under 25 Mid & Low education	77	101	4.3%
Women Over 65	349	300	12.8%
Women 50-64 High education	101	82	3.5%
Women 50-64 Mid education	132	119	5.1%
Women 50-64 Low education	106	94	4.0%
Women 25-49 High education	286	237	10.1%
Women 25-49 Mid education	178	166	7.1%
Women 25-49 Low education	64	89	3.8%
Women Under 25 High education	30	28	1.2%
Women Under 25 Mid & Low education	80	94	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	326	445	19.0%
Medium (3-7)	1417	1406	60.0%
High (8,9,10)	600	492	21.0%
Social Grade (NRS and 2011 census)			
AB	827	656	28.0%
C1	610	679	29.0%
C2	401	492	21.0%
DE	505	515	22.0%
EU Referendum Vote (Election Result)			
Remain	917	822	35.1%
Leave	818	836	35.7%
Don't Know / Did Not Vote	608	684	29.2%

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

North Con	56	82	3.5%
North Lab	185	171	7.3%
North LD	32	28	1.2%
North Reform	70	68	2.9%
North Oth	49	47	2.0%
North DNV	126	159	6.8%
Midlands Con	76	80	3.4%
Midlands Lab	122	98	4.2%
Midlands LD	27	21	0.9%
Midlands Reform	50	52	2.2%
Midlands Oth	36	30	1.3%
Midlands DNV	99	103	4.4%
London Con	47	42	1.8%
London Lab	94	89	3.8%
London LD	27	23	1.0%
London Reform	16	19	0.8%
London Oth	32	35	1.5%
London DNV	67	75	3.2%
South Con	155	185	7.9%
South Lab	192	159	6.8%
South LD	127	124	5.3%
South Reform	90	91	3.9%
South Oth	66	56	2.4%
South DNV	192	187	8.0%
Wales Con	19	14	0.6%
Wales Lab	31	30	1.3%
Wales LD	7	5	0.2%
Wales PC	12	12	0.5%
Wales Reform	17	14	0.6%
Wales Oth DNV	43	37	1.6%
Scotland Con	19	19	0.8%
Scotland Lab	57	54	2.3%
Scotland LD	13	14	0.6%
Scotland SNP	31	45	1.9%
Scotland Reform	10	9	0.4%
Scotland Oth	4	7	0.3%
Scotland DNV	47	56	2.4%

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Ethnicity (2021/22 Census)

White	1942	1926	82.4%
Asian	180	185	7.8%
Black	69	77	3.3%
Mixed	75	40	1.7%
Refused/Rather not say	50	70	3.0%
Other	27	45	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