

# YouGov Survey Results

Sample Size: 2335 adults  
Fieldwork: 18th - 19th 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	2335	420	600	215	252	131	820	834	1130	1205	245	964	577	549	1331	1000	2020	112	203	553	383	283	801
Unweighted Sample	2335	354	659	238	268	146	942	793	988	1347	205	876	600	654	1425	907	2045	114	176	588	375	260	822
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## HEADLINE VOTING INTENTION

### Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

	11 - 12 Jan	18 - 19 Jan																						
Con	20	18	65	4	3	6	2	14	26	17	19	9	15	19	24	18	18	19	9	9	15	20	21	22
Lab	19	19	1	50	6	0	6	29	8	19	19	20	20	21	15	20	17	20	12	18	25	19	29	13
Lib Dem	16	14	4	14	73	1	5	21	9	15	14	14	17	14	12	16	11	15	4	13	12	9	9	22
SNP	4	3	0	1	0	0	0	4	1	3	3	1	4	3	2	2	3	0	0	33	0	0	0	0
Plaid Cymru	1	1	0	1	1	0	3	1	1	1	2	1	1	2	2	2	1	0	29	0	0	0	0	0
Reform UK	24	24	25	8	6	86	6	8	47	28	21	9	20	25	35	20	31	25	31	15	30	28	15	24
Green	14	17	2	20	10	0	77	21	5	14	19	45	20	11	8	19	14	18	11	11	16	21	21	16
Other	2	3	3	1	0	6	2	2	4	3	3	1	3	5	2	2	4	3	4	2	2	2	4	3

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	13	56	3	3	5	2	11	20	14	13	6	10	15	20	15	12	15	6	5	10	17	16	16
Labour	13	13	1	38	5	0	5	22	6	14	12	12	13	15	12	14	12	13	8	12	17	13	19	9
Liberal Democrat	11	10	3	10	62	1	4	16	7	11	9	10	11	9	9	12	8	11	4	9	8	6	6	16
Scottish National Party (SNP)	2	2	0	1	0	0	0	4	1	3	2	1	3	2	2	2	2	0	0	24	0	0	0	0
Plaid Cymru	1	1	0	1	1	0	1	1	1	1	1	0	1	2	1	1	1	0	21	0	0	0	0	0
Reform UK	18	18	21	6	6	75	5	6	38	22	14	6	14	19	29	15	22	19	22	11	21	21	11	18
Green	11	12	2	15	10	0	64	17	4	11	13	30	13	8	7	14	9	13	8	10	11	15	15	11
Some other party	1	2	2	1	0	4	2	2	3	2	2	1	2	4	1	1	3	2	2	1	1	2	3	3
Would not vote	11	10	3	5	1	1	3	6	5	9	11	12	15	8	4	9	12	10	16	10	13	10	10	8
Don't know	14	15	10	17	11	10	11	14	14	11	19	15	15	16	13	14	16	15	11	16	17	12	15	15
Refused	3	3	1	3	1	2	4	2	2	3	3	7	4	2	1	3	3	3	3	2	2	4	5	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 %
<b>Age by Gender by Education</b> (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	289	250	10.7%
Men 50-64 High education	78	86	3.7%
Men 50-64 Mid education	111	105	4.5%
Men 50-64 Low education	87	91	3.9%
Men 25-49 High education	164	220	9.4%
Men 25-49 Mid education	100	154	6.6%
Men 25-49 Low education	70	100	4.3%
Men Under 25 High education	23	23	1.0%
Men Under 25 Mid & Low education	66	100	4.3%
Women Over 65	365	299	12.8%
Women 50-64 High education	98	82	3.5%
Women 50-64 Mid education	115	119	5.1%
Women 50-64 Low education	111	93	4.0%
Women 25-49 High education	296	236	10.1%
Women 25-49 Mid education	187	166	7.1%
Women 25-49 Low education	59	89	3.8%
Women Under 25 High education	28	28	1.2%
Women Under 25 Mid & Low education	88	93	4.0%
<b>Political Attention</b> (British Election Study face to face element)			
Low (0,1,2)	275	444	19.0%
Medium (3-7)	1410	1401	60.0%
High (8,9,10)	650	490	21.0%
<b>Social Grade</b> (NRS and 2011 census)			
AB	843	654	28.0%
C1	582	677	29.0%
C2	390	490	21.0%
DE	520	514	22.0%
<b>EU Referendum Vote</b> (Election Result)			
Remain	942	820	35.1%
Leave	793	834	35.7%
Don't Know / Did Not Vote	600	682	29.2%

## 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.

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

North Con	83	82	3.5%
North Lab	191	170	7.3%
North LD	40	28	1.2%
North Reform	67	68	2.9%
North Oth	53	47	2.0%
North DNV	154	159	6.8%
Midlands Con	61	79	3.4%
Midlands Lab	109	98	4.2%
Midlands LD	28	21	0.9%
Midlands Reform	57	51	2.2%
Midlands Oth	32	30	1.3%
Midlands DNV	88	103	4.4%
London Con	44	42	1.8%
London Lab	77	89	3.8%
London LD	23	23	1.0%
London Reform	21	19	0.8%
London Oth	33	35	1.5%
London DNV	62	75	3.2%
South Con	139	184	7.9%
South Lab	190	159	6.8%
South LD	126	124	5.3%
South Reform	97	91	3.9%
South Oth	66	56	2.4%
South DNV	204	187	8.0%
Wales Con	14	14	0.6%
Wales Lab	40	30	1.3%
Wales LD	8	5	0.2%
Wales PC	8	12	0.5%
Wales Reform	14	14	0.6%
Wales Oth DNV	30	37	1.6%
Scotland Con	13	19	0.8%
Scotland Lab	52	54	2.3%
Scotland LD	13	14	0.6%
Scotland SNP	40	44	1.9%
Scotland Reform	12	9	0.4%
Scotland Oth	5	7	0.3%
Scotland DNV	41	56	2.4%

## 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.

### Ethnicity (2021/22 Census)

White	<b>1963</b>	<b>1919</b>	<b>82.4%</b>
Asian	<b>160</b>	<b>184</b>	<b>7.8%</b>
Black	<b>57</b>	<b>77</b>	<b>3.3%</b>
Mixed	<b>69</b>	<b>40</b>	<b>1.7%</b>
Refused/Rather not say	<b>64</b>	<b>70</b>	<b>3.0%</b>
Other	<b>22</b>	<b>44</b>	<b>1.8%</b>

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](https://yougov.co.uk)