YouGov Survey Results

Sample Size: 2429 Adults in GB
Fieldwork: 25th - 26th January 2026

	Total	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country		
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland
Weighted Sample	**2429**	437	624	223	262	130	853	867	1176	1253	255	1003	600	571	823	544	726	2101	117	211
Unweighted Sample	**2429**	417	686	246	258	145	1003	806	1077	1352	220	864	634	711	985	551	501	2105	119	205
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	18 - 19 Jan	25 - 26 Jan	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland

HEADLINE VOTING INTENTION
Westminster Voting Intention
[Headline voting intention projected by YouGov MRP model]

	18-19 Jan	25-26 Jan	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland
Con	18	**17**	59	3	8	6	3	16	23	16	19	7	13	18	27	18	19	17	19	15	8
Lab	19	**21**	3	55	6	0	3	31	9	22	20	25	24	22	14	24	20	15	21	25	13
Lib Dem	14	**14**	6	12	65	0	6	19	7	12	16	18	13	13	15	15	14	13	15	4	13
SNP	3	**3**	0	1	0	0	1	5	1	4	2	2	4	3	2	4	2	4	0	0	35
Plaid Cymru	1	**1**	1	1	1	1	2	2	1	1	2	3	2	1	1	2	1	2	0	30	0
Reform UK	24	**25**	29	7	6	89	3	6	50	28	23	10	20	31	33	21	32	31	26	25	16
Green	17	**16**	1	19	11	1	82	19	6	15	17	35	22	12	5	15	12	15	17	3	15
Other	3	**2**	0	1	2	3	0	2	3	2	2	0	2	1	2	1	1	3	2	0	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?

	18-19 Jan	25-26 Jan	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland
Conservative	13	**12**	49	3	6	6	2	13	17	13	12	6	9	12	22	14	13	11	13	10	5
Labour	13	**14**	3	41	5	0	2	23	7	16	12	16	15	14	12	18	14	10	15	13	9
Liberal Democrat	10	**9**	4	10	52	0	5	15	5	9	10	13	8	9	10	11	10	7	10	3	10
Scottish National Party (SNP)	2	**2**	0	1	0	0	1	4	1	3	1	1	2	3	2	3	1	3	0	0	25
Plaid Cymru	1	**1**	0	1	1	0	1	1	1	1	1	1	1	0	1	1	0	1	0	17	0
Reform UK	18	**20**	28	5	5	83	2	5	43	24	16	8	15	26	27	17	25	24	21	19	11
Green	12	**12**	1	16	11	1	66	16	5	13	11	26	15	9	4	11	9	11	13	4	10
Some other party	2	**1**	0	1	1	2	0	1	2	1	1	0	1	1	2	1	1	2	1	0	1
Would not vote	10	**11**	1	2	1	2	1	3	6	9	13	9	14	10	8	7	12	14	11	10	14
Don't know	15	**14**	12	18	15	3	16	16	13	10	18	8	16	14	12	13	13	15	14	20	11
Refused	3	**3**	1	2	2	2	3	3	1	2	4	11	4	1	0	3	2	3	3	2	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.

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YouGov Survey Results

Sample Size: 2429 Adults in GB
Fieldwork: 25th - 26th January 2026

			Region in England			
	Total	**North**	**Midlands**	**London**	**Rest of South**
Weighted Sample	**2429**	576	398	294	833
Unweighted Sample	**2429**	562	385	301	857
	%	%	%	%	%

	18 - 19 Jan	**25 - 26 Jan**				

HEADLINE VOTING INTENTION
Westminster Voting Intention
[Headline voting intention projected by YouGov MRP model]

	18 - 19 Jan	**25 - 26 Jan**	North	Midlands	London	Rest of South
Con	*18*	**17**	15	20	16	21
Lab	*19*	**21**	28	21	31	14
Lib Dem	*14*	**14**	10	7	14	21
SNP	*3*	**3**	0	0	0	0
Plaid Cymru	*1*	**1**	0	0	0	0
Reform UK	*24*	**25**	29	27	13	29
Green	*17*	**16**	14	24	24	13
Other	*3*	**2**	3	1	2	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?

	18 - 19 Jan	**25 - 26 Jan**	North	Midlands	London	Rest of South
Conservative	*13*	**12**	11	15	13	14
Labour	*13*	**14**	18	16	22	9
Liberal Democrat	*10*	**9**	7	5	10	14
Scottish National Party (SNP)	*2*	**2**	0	0	0	0
Plaid Cymru	*1*	**1**	0	0	0	0
Reform UK	*18*	**20**	23	21	11	22
Green	*12*	**12**	10	16	18	11
Some other party	*2*	**1**	2	0	1	1
Would not vote	*10*	**11**	14	9	7	10
Don't know	*15*	**14**	12	13	13	15
Refused	*3*	**3**	3	4	4	3

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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 seperately 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	335	260	10.7%
Men 50-64 High education	92	90	3.7%
Men 50-64 Mid education	108	109	4.5%
Men 50-64 Low education	99	95	3.9%
Men 25-49 High education	150	228	9.4%
Men 25-49 Mid education	104	160	6.6%
Men 25-49 Low education	85	104	4.3%
Men Under 25 High education	17	24	1.0%
Men Under 25 Mid & Low education	87	104	4.3%
Women Over 65	376	311	12.8%
Women 50-64 High education	97	85	3.5%
Women 50-64 Mid education	127	124	5.1%
Women 50-64 Low education	111	97	4.0%
Women 25-49 High education	286	245	10.1%
Women 25-49 Mid education	181	172	7.1%
Women 25-49 Low education	58	92	3.8%
Women Under 25 High education	29	29	1.2%
Women Under 25 Mid & Low education	87	97	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	256	462	19.0%
Medium (3-7)	1499	1457	60.0%
High (8,9,10)	674	510	21.0%
Social Grade (NRS and 2011 census)			
AB	1003	926	28.0%
C1	587	553	29.0%
C2	346	389	21.0%
DE	493	561	22.0%
EU Referendum Vote (Election Result)			
Remain	1003	853	35.1%
Leave	806	867	35.7%
Don't Know / Did Not Vote	620	709	29.2%

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

North Con	84	85	3.5%
North Lab	194	177	7.3%
North LD	39	29	1.2%
North Reform	72	70	2.9%
North Oth	53	49	2.0%
North DNV	120	165	6.8%
Midlands Con	65	83	3.4%
Midlands Lab	115	102	4.2%
Midlands LD	22	22	0.9%
Midlands Reform	48	53	2.2%
Midlands Oth	38	32	1.3%
Midlands DNV	97	107	4.4%
London Con	54	44	1.8%
London Lab	90	92	3.8%
London LD	23	24	1.0%
London Reform	19	19	0.8%
London Oth	34	36	1.5%
London DNV	81	78	3.2%
South Con	173	192	7.9%
South Lab	202	165	6.8%
South LD	139	129	5.3%
South Reform	98	95	3.9%
South Oth	67	58	2.4%
South DNV	178	194	8.0%
Wales Con	17	15	0.6%
Wales Lab	31	32	1.3%
Wales LD	9	5	0.2%
Wales PC	12	12	0.5%
Wales Reform	14	15	0.6%
Wales Oth DNV	36	39	1.6%
Scotland Con	24	19	0.8%
Scotland Lab	54	56	2.3%
Scotland LD	14	15	0.6%
Scotland SNP	51	46	1.9%
Scotland Reform	7	10	0.4%
Scotland Oth	7	7	0.3%
Scotland DNV	48	58	2.4%

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Ethnicity (2021/22 Census)

	2019	1997	
White	**2019**	**1997**	**82.4%**
Asian	**176**	**192**	**7.8%**
Black	**68**	**80**	**3.3%**
Mixed	**69**	**41**	**1.7%**
Refused/Rather not say	**65**	**73**	**3.0%**
Other	**32**	**46**	**1.8%**

Socio-economic classsification (NsSec)

L1, L2 and L3 Higher managerial, administrative and professional occupations	**388**	**323**	**14.3%**
L4, L5 and L6 Lower managerial, administrative and professional occupations	**597**	**500**	**21.9%**
L7 Intermediate occupations	**354**	**287**	**12.1%**
L8 and L9 Small employers and own account workers	**197**	**257**	**11.5%**
L10 and L11 Lower supervisory and technical occupations	**142**	**138**	**5.9%**
L12 Semi-routine occupations	**224**	**284**	**11.7%**
L13 Routine occupations	**135**	**304**	**12.7%**
L14.1 and L14.2 Never worked and long-term unemployed	**260**	**206**	**8.6%**
L15 Full-time students	**132**	**129**	**1.3%**