

YouGov Survey Results

Sample Size: 2330 GB Adults
Fieldwork: 1st - 2nd February 2026

		Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)				Country			Region in England			
		Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South	
		Weighted Sample	2330	419	599	214	252	133	818	832	1128	1202	245	962	576	548	790	522	697	2015	112	203	552	382	282	799
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
		Unweighted Sample	2330	380	639	224	256	146	950	749	1034	1296	205	889	621	615	920	523	529	2004	125	201	524	406	273	801

25 - 26
Jan 1 - 2
Feb

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

Con	17	18	62	4	3	6	4	16	22	16	19	12	13	18	26	19	18	18	19	7	9	16	21	16	22
Lab	21	19	3	50	7	2	3	28	10	19	18	16	23	17	14	24	17	14	19	12	13	25	22	25	13
Lib Dem	14	14	4	11	73	0	3	19	6	13	14	13	14	13	15	16	12	11	15	5	11	7	10	16	21
SNP	3	3	0	2	1	0	0	5	2	3	3	4	2	4	3	2	3	4	0	0	35	0	0	0	0
Plaid Cymru	1	2	0	2	1	1	0	2	2	2	1	2	3	1	1	2	1	2	0	35	0	0	0	0	0
Reform UK	25	26	26	9	4	89	4	8	48	29	22	6	20	33	34	21	28	34	26	28	23	31	27	18	25
Green	16	17	2	20	11	2	86	19	7	16	19	46	22	12	4	13	17	16	19	11	7	20	17	21	18
Other	2	2	2	1	0	0	1	2	3	2	2	2	2	3	3	2	3	2	2	1	2	1	4	3	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	13	52	3	3	4	2	13	16	12	13	8	9	14	20	15	13	12	14	5	7	11	16	13	15
Labour	14	14	2	40	6	1	4	23	8	15	12	10	16	13	11	18	12	11	14	8	10	18	14	19	10
Liberal Democrat	9	9	4	8	57	1	3	15	5	10	9	10	9	8	11	12	8	6	10	4	7	6	5	11	14
Scottish National Party (SNP)	2	2	0	2	0	0	0	4	1	2	2	2	1	2	2	2	2	2	0	0	22	0	0	0	0
Plaid Cymru	1	1	0	2	1	1	0	2	1	2	1	1	2	1	1	1	1	1	0	27	0	0	0	0	0
Reform UK	20	19	23	8	3	78	3	7	40	23	15	5	13	26	29	17	21	25	19	21	19	23	19	12	19
Green	12	13	2	17	11	2	74	16	6	13	14	36	15	10	4	12	13	11	14	9	6	16	12	18	13
Some other party	1	1	1	1	0	1	1	1	2	2	1	2	1	1	2	1	3	1	2	0	1	1	2	3	1
Would not vote	11	11	2	4	2	1	3	4	7	10	11	11	15	10	3	6	11	14	10	12	10	11	11	7	11
Don't know	14	12	11	14	13	9	9	13	13	8	16	6	13	13	13	12	13	12	12	12	12	11	14	12	13
Refused	3	4	2	2	5	3	1	3	2	3	5	8	5	3	2	3	4	4	4	1	5	3	6	5	4

*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	283	249	10.7%
Men 50-64 High education	97	86	3.7%
Men 50-64 Mid education	100	105	4.5%
Men 50-64 Low education	86	91	3.9%
Men 25-49 High education	176	219	9.4%
Men 25-49 Mid education	119	154	6.6%
Men 25-49 Low education	82	100	4.3%
Men Under 25 High education	23	23	1.0%
Men Under 25 Mid & Low education	68	100	4.3%
Women Over 65	332	298	12.8%
Women 50-64 High education	96	82	3.5%
Women 50-64 Mid education	136	119	5.1%
Women 50-64 Low education	106	93	4.0%
Women 25-49 High education	297	235	10.1%
Women 25-49 Mid education	154	165	7.1%
Women 25-49 Low education	61	89	3.8%
Women Under 25 High education	30	28	1.2%
Women Under 25 Mid & Low education	84	93	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	285	443	19.0%
Medium (3-7)	1418	1398	60.0%
High (8,9,10)	627	489	21.0%
Social Grade (NRS and 2011 census)			
AB	997	911	28.0%
C1	508	495	29.0%
C2	315	358	21.0%
DE	510	567	22.0%
EU Referendum Vote (Election Result)			
Remain	950	818	35.1%
Leave	749	832	35.7%
Don't Know / Did Not Vote	631	680	29.2%

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

North Con	77	82	3.5%
North Lab	184	170	7.3%
North LD	35	28	1.2%
North Reform	65	68	2.9%
North Oth	45	47	2.0%
North DNV	118	158	6.8%
Midlands Con	67	79	3.4%
Midlands Lab	117	98	4.2%
Midlands LD	18	21	0.9%
Midlands Reform	57	51	2.2%
Midlands Oth	37	30	1.3%
Midlands DNV	110	103	4.4%
London Con	45	42	1.8%
London Lab	80	89	3.8%
London LD	18	23	1.0%
London Reform	18	19	0.8%
London Oth	38	35	1.5%
London DNV	74	75	3.2%
South Con	156	184	7.9%
South Lab	175	158	6.8%
South LD	129	123	5.3%
South Reform	96	91	3.9%
South Oth	61	56	2.4%
South DNV	184	186	8.0%
Wales Con	14	14	0.6%
Wales Lab	28	30	1.3%
Wales LD	10	5	0.2%
Wales PC	18	12	0.5%
Wales Reform	13	14	0.6%
Wales Oth DNV	42	37	1.6%
Scotland Con	21	19	0.8%
Scotland Lab	55	54	2.3%
Scotland LD	14	14	0.6%
Scotland SNP	44	44	1.9%
Scotland Reform	7	9	0.4%
Scotland Oth	9	7	0.3%
Scotland DNV	51	56	2.4%

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Ethnicity (2021/22 Census)

White	1924	1915	82.4%
Asian	175	184	7.8%
Black	71	77	3.3%
Mixed	80	40	1.7%
Refused/Rather not say	55	70	3.0%
Other	25	44	1.8%

Socio-economic classification (NsSec)

L1, L2 and L3 Higher managerial, administrative and professional occupations	351	310	14.3%
L4, L5 and L6 Lower managerial, administrative and professional occupations	569	480	21.9%
L7 Intermediate occupations	328	275	12.1%
L8 and L9 Small employers and own account workers	195	247	11.5%
L10 and L11 Lower supervisory and technical occupations	136	133	5.9%
L12 Semi-routine occupations	249	273	11.7%
L13 Routine occupations	144	291	12.7%
L14.1 and L14.2 Never worked and long-term unemployed	244	198	8.6%
L15 Full-time students	114	123	1.3%

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