

YouGov Survey Results

Sample Size: 17230 GB Adults
Fieldwork: 9th - 14th January 2026

	Vote in 2024 GE					EU Ref 2016		Vote in 2024 GE and 2016 EU Ref				Gender		Age (1)				Age (2)							
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Conservative Remain	Labour Remain	Conservative Leave	Labour Leave	Male	Female	18-24	25-49	50-64	65+	18-24	25-29	30-39	40-49	50-59	60-69	70+
Weighted Sample	17230	3101	4428	1586	1860	983	6044	6147	849	2478	1891	963	8339	8891	1816	7112	4254	4048	1816	802	2966	3344	2687	3135	2480
Unweighted Sample	17230	3211	4744	1683	1959	985	6815	6475	926	2903	1989	1036	7592	9638	995	6927	4770	4538	995	741	2942	3244	3016	3497	2795
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov
MRP model]

Con	19	64	4	6	6	3	15	26	73	4	59	7	16	21	10	15	18	29	10	10	13	17	18	22	32
Lab	18	2	50	5	0	5	28	7	3	56	1	38	19	18	21	22	17	12	21	26	24	20	18	16	11
Lib Dem	14	5	12	69	1	5	21	7	8	13	3	13	14	15	18	15	13	13	18	13	16	15	14	12	14
SNP	3	0	1	0	0	0	5	1	0	2	0	2	4	2	1	3	3	3	1	3	4	3	4	3	2
Plaid Cymru	1	0	2	0	0	1	2	1	1	2	0	1	1	2	2	2	1	1	2	3	2	2	1	1	1
Reform UK	26	28	10	6	89	4	7	50	12	4	36	27	30	22	9	20	33	34	9	12	16	25	31	36	33
Green	15	1	18	12	1	79	19	5	2	18	1	10	13	18	37	21	10	5	37	33	23	16	11	7	5
Other	2	1	2	1	2	2	2	2	1	2	0	2	2	2	2	2	3	2	2	2	3	2	3	2	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	13	53	3	4	5	3	12	19	62	3	49	5	13	14	7	9	13	23	7	7	8	11	12	17	26
Labour	13	2	38	5	0	4	21	6	3	43	1	29	14	11	14	14	12	9	14	14	15	13	12	12	8
Liberal Democrat	10	4	9	55	1	4	16	5	7	9	2	9	10	9	13	10	9	10	13	7	10	10	9	8	10
Scottish National Party (SNP)	2	0	1	0	0	0	4	1	0	1	0	1	3	1	1	2	2	2	1	2	2	2	3	2	2
Plaid Cymru	1	0	1	0	0	1	1	1	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Reform UK	20	26	8	5	80	3	7	42	12	4	34	22	25	16	5	15	26	29	5	9	12	19	25	30	28
Green	12	1	15	12	1	68	16	4	2	16	1	8	11	13	28	15	8	4	28	22	16	12	8	5	4
Some other party	1	0	1	1	2	2	2	2	1	1	0	2	2	1	1	1	2	1	1	1	2	1	2	2	1
Would not vote	11	2	4	2	2	2	5	7	1	3	1	5	10	12	9	13	10	8	9	14	13	13	11	9	7
Don't know	14	11	17	13	8	12	15	12	12	17	11	18	9	18	11	15	15	11	11	13	14	16	15	13	11
Refused	4	2	3	2	2	2	2	2	1	2	1	2	3	4	9	5	2	1	9	9	6	3	2	1	1

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January 2020

	Age and Gender								Social Grade (1)		Social Grade (2)				
Total	18-24 Men	18-24 Women	25-49 Men	25-49 Women	50-64 Men	50-64 Women	65+ Men	65+ Women	ABC1	C2DE	AB	C1	C2	DE	
Weighted Sample	17230	916	900	3495	3617	2084	2170	1843	2205	9737	7446	5378	4368	3127	4358
Unweighted Sample	17230	390	605	2935	3992	2250	2520	2017	2521	10289	6914	5703	4592	2933	4002
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov
MRP model]

Con	19	12	8	13	16	16	21	25	34	20	18	19	21	19	17
Lab	18	21	21	24	21	17	17	13	12	21	15	22	19	14	16
Lib Dem	14	17	19	16	15	13	14	11	15	16	12	18	14	13	11
SNP	3	2	0	4	3	4	3	3	2	3	3	3	3	3	3
Plaid Cymru	1	1	2	2	2	1	2	1	1	1	1	1	2	1	2
Reform UK	26	12	5	22	17	37	29	42	28	20	35	17	23	35	35
Green	15	30	44	17	24	8	12	4	6	17	13	18	16	12	13
Other	2	3	2	3	2	3	3	2	2	2	3	2	2	3	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	13	10	5	9	9	13	14	21	25	14	12	14	14	13	11
Labour	13	16	13	16	12	13	11	10	9	15	10	16	13	9	10
Liberal Democrat	10	14	12	11	9	9	9	8	11	12	7	13	9	8	7
Scottish National Party (SNP)	2	2	0	2	2	3	2	3	2	2	2	2	2	2	2
Plaid Cymru	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Reform UK	20	7	2	19	11	32	21	36	23	16	26	14	18	27	25
Green	12	25	31	14	16	6	9	4	5	14	9	15	13	8	9
Some other party	1	1	1	2	1	2	2	1	1	1	2	1	1	2	2
Would not vote	11	10	9	11	15	9	10	7	9	8	14	7	10	13	15
Don't know	14	6	17	10	19	10	19	8	14	14	14	13	14	14	13
Refused	4	9	10	4	6	2	2	1	1	4	3	3	5	3	4

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YouGov Survey Results

Sample Size: 17230 GB Adults
Fieldwork: 9th - 14th January 2026

January 2020

	Socio-economic Classification (NS-SEC) (1)								
	Total	Large employers and higher managerial and adminis	Higher professional occupations	Lower managerial, administrative and professional	Intermediate occupations	Small employers and own account workers	Lower supervisory and technical occupations	Semi-routine occupations	Routine occupations
Weighted Sample	17230	349	1891	3446	1981	1792	948	1947	2102
Unweighted Sample	17230	438	2284	4464	2660	1318	992	1771	1090
	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov MRP model]

Con	19	24	21	20	23	21	17	18	16
Lab	18	19	21	21	18	14	14	16	13
Lib Dem	14	19	17	16	12	13	12	12	10
SNP	3	2	4	3	3	2	3	3	3
Plaid Cymru	1	2	1	2	2	1	1	2	1
Reform UK	26	19	18	20	26	36	42	34	43
Green	15	14	16	15	14	10	9	14	12
Other	2	1	2	3	2	3	2	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	13	21	16	15	16	15	13	13	11
Labour	13	16	15	15	12	10	10	11	9
Liberal Democrat	10	14	13	11	8	9	8	8	7
Scottish National Party (SNP)	2	1	3	2	2	2	2	2	2
Plaid Cymru	1	1	1	1	1	1	1	1	1
Reform UK	20	17	15	15	18	28	31	25	31
Green	12	13	13	12	10	8	8	10	9
Some other party	1	0	1	2	1	2	1	2	1
Would not vote	11	4	7	9	11	10	11	12	14
Don't know	14	12	14	14	17	12	14	13	11
Refused	4	1	3	3	4	2	3	4	4

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YouGov Survey Results

Sample Size: 17230 GB Adults
Fieldwork: 9th - 14th January 2026

January 2020

	Socio-economic Classification (NS-SEC) (2)				Education Level (1)							Education Level (2)			
Total	Higher managerial, administrative and professional	Intermediate occupations	Routine and manual occupations	None	Other	GCSE or equiv	A Level or equiv	Higher below degree	Degree	DK	Other technical things	Low	Medium	High	
Weighted Sample	17230	5686	3773	4997	992	603	3080	3578	1134	5683	665	1495	4675	6872	5683
Unweighted Sample	17230	7186	3978	3853	855	627	2979	3121	1224	6171	583	1670	4461	6598	6171
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov
MRP model]

Con	19	20	23	17	21	23	21	20	20	16	12	24	21	20	16
Lab	18	21	17	14	8	9	13	16	17	25	18	18	12	17	25
Lib Dem	14	17	12	11	8	11	10	15	17	18	10	14	10	15	18
SNP	3	3	3	3	3	1	2	3	3	4	4	4	2	3	4
Plaid Cymru	1	2	2	1	1	2	1	1	1	2	1	1	1	1	2
Reform UK	26	19	29	39	49	44	40	27	26	13	37	25	42	27	13
Green	15	16	13	12	8	7	10	16	14	21	15	11	9	14	21
Other	2	2	2	2	3	2	2	2	2	2	4	3	2	2	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	13	16	16	12	14	17	14	14	14	12	5	18	14	14	12
Labour	13	15	11	10	6	6	9	11	11	18	7	12	8	11	18
Liberal Democrat	10	12	8	7	5	7	7	10	11	13	5	10	7	10	13
Scottish National Party (SNP)	2	2	2	2	2	1	1	2	2	3	2	3	1	2	3
Plaid Cymru	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1
Reform UK	20	15	23	29	35	32	30	20	20	11	21	20	31	20	11
Green	12	12	9	9	5	5	8	13	10	17	8	9	7	11	17
Some other party	1	1	1	1	1	1	2	1	1	1	2	2	1	1	1
Would not vote	11	8	11	13	17	16	14	11	11	7	19	9	15	11	7
Don't know	14	14	14	12	11	14	13	13	14	14	16	15	12	14	14
Refused	4	3	3	4	3	1	3	3	4	4	15	3	3	4	4

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YouGov Survey Results

Sample Size: 17230 GB Adults
Fieldwork: 9th - 14th January 2026

January 2020

	House Tenure					Political Attention			
Total	Own outright	Own with a mortgage	Rent from a private landlord	Rent from a local authority / housing association	Neither - live with parents, family or friends	Low (0-2)	Medium (3-7)	High (8-10)	
Weighted Sample	17230	5548	4772	2486	1894	2158	3273	10338	3619
Unweighted Sample	17230	6216	5083	2261	1770	1585	2536	10671	4023
	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov
MRP model]

Con	19	26	19	13	12	11	18	20	16
Lab	18	14	22	21	18	22	15	18	22
Lib Dem	14	14	15	14	11	16	13	15	14
SNP	3	3	3	2	5	2	2	3	3
Plaid Cymru	1	1	2	2	2	1	2	1	2
Reform UK	26	32	22	20	37	16	35	25	23
Green	15	8	16	25	12	28	13	15	17
Other	2	2	2	2	3	3	2	2	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	13	20	13	9	7	8	9	15	14
Labour	13	10	15	13	12	14	7	12	18
Liberal Democrat	10	10	11	9	6	11	5	11	12
Scottish National Party (SNP)	2	2	2	1	3	1	1	2	3
Plaid Cymru	1	1	1	1	1	1	1	1	1
Reform UK	20	27	17	15	25	11	19	20	22
Green	12	6	12	19	8	20	6	12	16
Some other party	1	1	1	1	2	2	1	1	2
Would not vote	11	8	9	13	18	12	27	8	4
Don't know	14	13	15	13	15	13	18	14	8
Refused	4	1	4	5	3	8	6	4	2

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YouGov Survey Results

Sample Size: 17230 GB Adults
Fieldwork: 9th - 14th January 2026

January 2020

	Household Income (1)										
Total	Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000 - 59,999	60,000 - 69,999	70,000 - 99,999	100,000 - 149,999	150,000+	
Weighted Sample	17230	772	1720	2210	1816	1489	1069	911	1609	824	300
Unweighted Sample	17230	673	1692	2184	1908	1517	1120	978	1733	884	302
	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov
MRP model]

Con	19	13	20	19	20	19	16	20	18	20	25
Lab	18	14	15	17	18	19	19	23	22	25	23
Lib Dem	14	14	11	14	13	13	15	15	18	20	23
SNP	3	2	3	3	4	3	4	4	3	2	1
Plaid Cymru	1	3	2	2	2	1	2	1	1	1	1
Reform UK	26	30	35	30	27	26	26	21	17	15	14
Green	15	21	11	13	15	16	15	14	19	16	12
Other	2	4	3	3	3	2	2	2	2	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	13	8	14	13	15	14	11	16	14	16	21
Labour	13	9	10	11	12	14	15	17	17	20	18
Liberal Democrat	10	7	8	9	10	9	10	11	14	15	18
Scottish National Party (SNP)	2	2	2	2	3	2	3	2	3	2	1
Plaid Cymru	1	2	1	1	1	1	1	1	1	1	0
Reform UK	20	21	26	24	22	21	22	18	14	12	12
Green	12	15	9	10	12	12	12	12	16	15	9
Some other party	1	2	2	2	2	1	1	1	1	0	1
Would not vote	11	19	13	12	10	10	10	8	7	4	6
Don't know	14	11	12	13	11	13	11	13	12	13	10
Refused	4	3	2	2	3	2	3	2	3	3	3

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YouGov Survey Results

Sample Size: 17230 GB Adults
Fieldwork: 9th - 14th January 2026

January 2020

	Household income (2)					
	Total	Under £20,000	£20,000-£29,999	£30,000-£49,999	£50,000-£69,999	£70,000+£70,000+
Weighted Sample	17230	2492	2210	3305	1980	2733
Unweighted Sample	17230	2365	2184	3425	2098	2919
	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Headline voting intention projected by YouGov
MRP model]

Con	19	18	19	19	18	19
Lab	18	15	17	18	21	23
Lib Dem	14	12	14	13	15	19
SNP	3	3	3	4	4	3
Plaid Cymru	1	2	2	2	2	1
Reform UK	26	34	30	26	24	16
Green	15	14	13	15	14	17
Other	2	3	3	2	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?

Conservative	13	12	13	15	13	15
Labour	13	10	11	13	16	18
Liberal Democrat	10	7	9	9	11	15
Scottish National Party (SNP)	2	2	2	3	3	2
Plaid Cymru	1	1	1	1	1	1
Reform UK	20	24	24	22	20	13
Green	12	11	10	12	12	15
Some other party	1	2	2	2	1	1
Would not vote	11	15	12	10	9	6
Don't know	14	12	13	12	12	12
Refused	4	2	2	2	2	3

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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	2017	1843	10.7%
Men 50-64 High education	737	637	3.7%
Men 50-64 Mid education	826	775	4.5%
Men 50-64 Low education	687	672	3.9%
Men 25-49 High education	1397	1618	9.4%
Men 25-49 Mid education	943	1137	6.6%
Men 25-49 Low education	595	740	4.3%
Men Under 25 High education	118	173	1.0%
Men Under 25 Mid & Low education	272	744	4.3%
Women Over 65	2521	2205	12.8%
Women 50-64 High education	731	603	3.5%
Women 50-64 Mid education	1001	878	5.1%
Women 50-64 Low education	788	689	4.0%
Women 25-49 High education	2099	1739	10.1%
Women 25-49 Mid education	1337	1223	7.1%
Women 25-49 Low education	556	654	3.8%
Women Under 25 High education	171	207	1.2%
Women Under 25 Mid & Low education	434	693	4.0%
Political Attention (British Election Study face to face element)			
Low (0,1,2)	2536	3273	19.0%
Medium (3-7)	10671	10338	60.0%
High (8,9,10)	4023	3619	21.0%
Social Grade (NRS and 2011 census)			
AB	5703	5378	28.0%
C1	4592	4368	29.0%
C2	2933	3127	21.0%
DE	4002	4358	22.0%
EU Referendum Vote (Election Result)			
Remain	6815	6044	35.1%
Leave	6475	6147	35.7%
Don't Know / Did Not Vote	3940	5039	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	644	603	3.5%
North Lab	1371	1258	7.3%
North LD	235	207	1.2%
North Reform	530	500	2.9%
North Oth	366	345	2.0%
North DNV	1010	1171	6.8%
Midlands Con	598	586	3.4%
Midlands Lab	786	724	4.2%
Midlands LD	159	155	0.9%
Midlands Reform	410	379	2.2%
Midlands Oth	224	224	1.3%
Midlands DNV	655	758	4.4%
London Con	304	310	1.8%
London Lab	626	655	3.8%
London LD	165	172	1.0%
London Reform	139	138	0.8%
London Oth	216	258	1.5%
London DNV	397	552	3.2%
South Con	1390	1361	7.9%
South Lab	1296	1172	6.8%
South LD	975	913	5.3%
South Reform	696	672	3.9%
South Oth	434	414	2.4%
South DNV	1230	1379	8.0%
Wales Con	120	103	0.6%
Wales Lab	242	224	1.3%
Wales LD	35	34	0.2%
Wales PC	104	86	0.5%
Wales Reform	118	103	0.6%
Wales Oth DNV	277	276	1.6%
Scotland Con	155	138	0.8%
Scotland Lab	423	396	2.3%
Scotland LD	114	103	0.6%
Scotland SNP	327	327	1.9%
Scotland Reform	66	69	0.4%
Scotland Oth	44	52	0.3%
Scotland DNV	349	413	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.

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Ethnicity (2021/22 Census)

White	15255	15011	82.4%
Asian	822	918	7.8%
Black	295	343	3.3%
Mixed	370	420	1.7%
Refused/Rather not say	384	422	3.0%
Other	104	115	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>

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