

YouGov / Best for Britain Randomised Control Trial (RCT) Results



Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Westminster VI					Vote in 2024 GE					Labour Defectors				2016 EU Ref	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab 24 to Green WVI	Lab 24 to DK / WNV	Lab 24 to Green / LD / SNP / PC	Lab 24 to Ref UK / Con	Remain	Leave
Weighted Sample	10324	1388	1308	977	1830	1546	1859	2654	950	1116	631	573	465	854	257	3624	3686
Unweighted Sample	10324	1222	1890	987	1640	1645	1504	4146	793	934	541	873	710	1320	388	4397	3503
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
CONTROL GROUP	1772	259	238	155	298	242	321	438	157	187	126	85	74	128	47	610	627
Unweighted Sample	1744	223	340	146	273	260	254	685	128	159	100	136	111	201	70	738	591
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please imagine that there is a general election happening tomorrow. All parties are standing in your constituency, looking to secure your vote.

Labour are seeking a second term in office, during which they have pledged to keep EU-UK relations as they are now.

How likely, if at all, are you to vote for the following parties at the next general election in this scenario?

Conservatives

0 - Not at all likely	41	1	59	43	32	74	5	62	41	30	55	88	54	77	34	49	30
1	5	1	8	14	5	6	1	7	11	4	8	4	3	8	4	8	2
2	5	0	7	6	4	9	1	6	6	6	12	3	9	3	6	5	5
3	5	1	10	10	5	4	3	5	6	9	4	1	4	3	6	4	5
TOTAL NOT LIKELY (0-3)	56	3	84	73	46	93	10	80	64	49	79	96	70	91	50	66	42
4	5	1	4	8	8	2	5	3	5	9	1	1	3	3	3	4	6
5	7	5	4	9	13	2	10	3	10	12	3	0	6	1	4	6	10
6	4	3	2	4	9	1	10	2	5	10	0	0	3	1	3	3	6
7	6	19	2	2	11	1	15	2	5	7	4	1	1	2	7	4	9
8	5	19	1	1	7	1	13	2	3	5	2	0	0	1	17	4	7
9	2	13	0	0	1	0	9	1	1	4	1	0	0	0	4	2	4
10 - Extremely likely	5	35	0	0	1	0	21	1	3	2	1	0	0	0	9	5	9
TOTAL LIKELY (7-10)	18	86	3	3	20	2	58	6	12	18	8	1	1	3	37	15	29
Don't know	4	2	0	2	1	1	3	3	2	0	3	0	14	0	0	2	4
Refused	5	1	3	1	2	0	3	3	2	3	6	1	4	1	2	3	3

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		Gender		Age				NS-SEC			Social Grade		Country			Region in England				
	Total	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	10324	4996	5328	1082	4264	2551	2427	3496	2313	3086	6027	3962	8930	496	898	2447	1693	1249	3541	
Unweighted Sample	10324	4660	5664	747	4076	2678	2823	4263	2319	2371	6448	3568	8859	555	910	2577	1789	1044	3449	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
CONTROL GROUP	1772	837	935	188	727	437	420	557	419	559	1016	707	1566	75	131	407	327	220	612	
Unweighted Sample	1744	769	975	129	677	450	488	676	406	436	1070	628	1526	82	136	425	330	180	591	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

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Labour are seeking a second term in office, during which they have pledged to keep EU-UK relations as they are now.
How likely, if at all, are you to vote for the following parties at the next general election in this scenario?
Conservatives

0 - Not at all likely	41	44	39	42	45	44	31	43	43	34	40	43	40	54	52	49	33	37	38
1	5	7	4	7	6	4	4	6	4	6	6	4	5	5	5	6	4	8	5
2	5	6	5	6	6	4	6	5	3	7	5	7	5	5	4	4	6	8	4
3	5	6	4	7	5	4	5	4	6	6	5	5	5	6	5	5	4	4	6
TOTAL NOT LIKELY (0-3)	56	63	52	62	62	56	46	58	56	53	56	59	55	70	66	64	47	57	53
4	5	5	5	9	4	6	4	5	3	6	6	3	5	6	4	4	4	4	5
5	7	7	7	2	6	7	11	7	8	7	7	7	7	3	4	7	9	5	8
6	4	5	3	3	4	3	7	4	5	4	4	5	4	4	2	3	7	3	4
7	6	8	5	6	6	5	6	5	5	8	7	5	6	8	4	4	5	8	7
8	5	4	5	1	3	6	7	5	7	4	5	5	5	2	3	4	6	6	4
9	2	2	3	1	2	4	2	2	3	3	2	4	3	1	1	1	5	1	3
10 - Extremely likely	5	5	6	2	4	5	10	5	6	6	6	4	6	3	4	3	7	6	7
TOTAL LIKELY (7-10)	18	19	19	10	15	20	25	17	21	21	20	18	20	14	12	12	23	21	21
Don't know	4	1	7	3	4	5	4	4	4	4	3	4	4	2	3	4	4	4	5
Refused	5	3	7	10	5	3	3	5	4	5	5	5	5	1	9	5	7	6	3

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		Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab 24 to Green WVI	Lab 24 to DK / WNV	Lab 24 to Green / LD / SNP / PC	Lab 24 to Ref UK / Con	Remain	Leave
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Unweighted Sample		10324	1222	1890	987	1640	1645	1504	4146	793	934	541	873	710	1320	388	4397	3503
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour	0 - Not at all likely	45	67	1	24	86	25	69	14	28	86	35	18	21	17	53	28	69
	1	4	8	0	2	5	7	7	3	2	4	6	5	2	4	10	4	4
	2	4	5	0	7	1	6	6	3	6	1	8	5	6	3	12	5	4
	3	3	5	0	9	1	7	3	4	7	1	7	7	8	7	4	5	1
	TOTAL NOT LIKELY (0-3)	56	85	1	42	93	45	85	24	43	92	56	35	37	31	79	42	78
	4	5	4	0	8	1	18	1	4	10	1	21	13	6	10	2	4	3
	5	7	2	6	16	1	10	3	10	19	0	5	13	18	15	8	11	3
	6	5	2	5	15	0	11	2	9	10	0	5	13	7	15	6	7	3
	7	5	2	12	9	0	9	1	11	7	1	2	16	7	15	3	7	2
	8	4	1	22	1	2	3	2	12	3	3	1	7	4	7	1	8	1
	9	2	0	10	3	0	0	0	5	2	0	2	0	0	2	0	4	0
	10 - Extremely likely	6	1	40	1	0	1	1	19	1	0	1	2	0	2	0	10	3
	TOTAL LIKELY (7-10)	17	4	84	14	2	13	4	47	13	4	6	25	11	26	4	29	6
	Don't know	4	1	1	3	0	1	3	4	3	0	3	1	19	2	0	4	4
	Refused	4	1	1	1	1	1	3	2	2	3	6	1	3	1	1	3	3
Liberal Democrats	0 - Not at all likely	38	45	20	1	74	27	49	24	6	75	27	26	26	19	46	25	55
	1	5	7	6	0	3	4	5	4	2	5	7	4	5	3	8	5	5
	2	7	7	8	0	6	12	6	7	3	6	14	10	8	8	9	9	5
	3	7	11	10	3	5	12	9	9	3	4	7	14	6	10	10	8	5
	TOTAL NOT LIKELY (0-3)	57	70	44	4	88	55	69	44	14	90	55	54	45	40	73	47	70
	4	5	8	8	2	2	7	7	8	3	1	5	8	8	5	6	8	4
	5	10	11	17	7	6	11	11	13	15	4	8	12	12	11	10	12	9
	6	7	4	12	8	0	10	2	9	14	0	10	9	7	9	6	8	3
	7	4	2	9	11	0	6	2	7	6	1	7	9	4	9	1	7	2
	8	4	1	3	26	0	6	1	6	18	0	3	2	2	13	0	6	2
	9	2	0	1	16	0	1	0	2	12	1	1	3	0	6	0	3	1
	10 - Extremely likely	2	0	1	25	0	1	1	2	17	0	1	3	0	6	0	4	2
	TOTAL LIKELY (7-10)	12	3	14	78	0	14	4	17	53	2	12	17	6	34	1	20	7
	Don't know	5	2	2	0	0	1	4	5	0	1	4	0	19	0	0	3	4
	Refused	5	1	3	0	2	1	3	3	1	3	6	2	4	2	3	3	3

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Weighted Sample		10324	4996	5328	1082	4264	2551	2427	3496	2313	3086	6027	3962	8930	496	898	2447	1693	1249	3541
Unweighted Sample		10324	4660	5664	747	4076	2678	2823	4263	2319	2371	6448	3568	8859	555	910	2577	1789	1044	3449
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour	0 - Not at all likely	45	47	44	23	38	52	61	36	50	54	39	54	46	45	31	42	46	43	51
	1	4	5	4	5	5	3	4	3	5	5	4	5	4	4	3	4	7	4	4
	2	4	5	4	3	5	3	5	5	3	4	5	4	4	7	8	6	1	4	3
	3	3	4	3	6	5	2	1	5	3	2	4	3	3	4	9	3	4	2	3
	TOTAL NOT LIKELY (0-3)	56	61	55	37	53	60	71	49	61	65	52	66	57	60	51	55	58	53	61
	4	5	6	4	16	5	3	2	6	5	4	7	4	5	6	3	6	4	5	6
	5	7	7	7	6	8	8	4	7	5	7	8	6	7	12	9	7	7	6	7
	6	5	5	6	12	6	4	3	6	4	4	6	4	6	4	4	6	3	7	6
	7	5	5	4	6	7	3	2	7	4	3	6	3	4	2	10	4	6	3	4
	8	4	5	4	7	4	4	4	7	3	3	5	4	4	4	6	6	3	5	3
	9	2	1	2	0	2	2	1	2	2	1	3	1	2	2	3	3	2	2	1
	10 - Extremely likely	6	5	6	2	5	8	7	7	6	5	6	5	6	9	5	6	6	9	4
	TOTAL LIKELY (7-10)	17	16	16	15	18	17	14	23	15	12	20	13	16	17	24	19	17	19	12
	Don't know	4	2	6	3	5	5	3	4	5	4	3	5	4	3	4	4	4	3	5
	Refused	4	2	6	10	5	3	3	4	4	3	5	4	4	0	7	4	7	6	3
Liberal Democrats	0 - Not at all likely	38	42	36	26	34	43	47	32	43	42	34	45	38	49	36	41	34	36	39
	1	5	5	4	3	4	6	4	4	5	6	4	5	4	9	5	4	5	4	4
	2	7	7	7	4	10	5	5	8	6	6	7	7	7	6	8	7	8	8	6
	3	7	7	6	10	7	7	6	7	6	9	7	6	7	10	6	8	7	2	8
	TOTAL NOT LIKELY (0-3)	57	61	53	43	55	61	62	51	60	63	52	63	56	74	55	60	54	50	57
	4	5	5	6	8	5	4	5	6	4	5	6	4	5	3	9	4	5	6	5
	5	10	9	10	7	10	10	9	10	9	8	10	9	10	5	3	9	11	12	10
	6	7	8	6	11	7	5	5	6	7	6	7	6	6	8	8	4	7	8	7
	7	4	3	4	5	4	3	4	6	6	1	5	2	4	4	5	5	4	4	3
	8	4	4	4	7	4	4	2	5	3	3	5	2	4	0	4	6	3	1	5
	9	2	2	2	1	2	1	3	3	1	2	2	2	2	1	3	1	2	3	2
	10 - Extremely likely	2	3	2	3	2	3	2	4	2	2	3	1	3	0	1	2	2	4	3
	TOTAL LIKELY (7-10)	12	12	12	16	12	11	11	18	12	8	15	7	13	5	13	14	11	12	13
	Don't know	5	2	7	5	4	5	5	5	5	4	4	5	5	4	4	5	5	5	4
	Refused	5	3	7	11	6	3	3	4	4	5	5	5	5	0	8	4	7	7	3

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Unweighted Sample		10324	1222	1890	987	1640	1645	1504	4146	793	934	541	873	710	1320	388	4397	3503
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reform UK																		
0 - Not at all likely		54	47	84	73	0	93	35	77	75	4	75	96	60	91	29	75	32
1		3	5	1	3	1	2	3	3	0	1	6	0	6	2	4	3	2
2		2	5	3	3	0	1	5	2	5	0	1	0	4	0	5	3	1
3		2	3	3	3	1	1	2	2	1	3	1	1	2	1	1	1	3
TOTAL NOT LIKELY (0-3)		61	60	91	82	2	97	45	84	81	8	83	97	72	94	39	82	38
4		2	5	1	2	0	1	3	1	3	1	2	0	2	1	0	1	3
5		5	11	1	8	1	1	12	2	6	2	3	2	7	2	3	3	9
6		3	6	2	1	1	0	5	1	1	4	0	1	0	0	5	2	4
7		3	8	0	2	7	0	6	2	1	6	0	0	1	1	7	2	4
8		3	2	0	0	10	0	2	1	1	12	1	0	2	0	7	1	5
9		3	1	0	0	12	0	5	1	0	8	0	0	1	0	4	1	4
10 - Extremely likely		12	2	0	2	67	0	16	4	3	55	2	0	1	0	34	4	26
TOTAL LIKELY (7-10)		21	13	0	4	96	0	29	8	5	81	3	0	5	1	52	8	39
Don't know		4	3	0	2	0	1	4	2	2	1	4	0	10	0	0	2	4
Refused		5	1	3	1	0	0	3	3	2	3	6	1	4	1	1	3	3
Green Party																		
0 - Not at all likely		45	69	25	31	86	1	67	26	32	88	7	1	34	8	66	29	68
1		4	7	7	3	3	0	4	5	4	1	1	0	2	1	9	5	3
2		3	6	6	4	2	0	6	3	5	1	1	0	4	1	4	4	3
3		5	9	5	8	2	0	7	6	7	2	4	1	7	3	14	6	5
TOTAL NOT LIKELY (0-3)		57	91	43	46	93	1	84	40	48	92	13	2	47	13	93	44	79
4		3	1	7	10	0	0	1	6	8	0	2	1	6	5	1	6	2
5		7	4	15	13	2	3	4	10	10	3	2	3	12	5	2	10	4
6		4	1	10	7	1	4	2	7	4	1	4	1	4	5	1	5	2
7		5	0	8	11	0	9	1	9	8	0	10	10	11	11	0	8	2
8		4	0	4	6	1	12	0	6	8	0	9	14	2	13	0	6	1
9		2	0	2	1	0	11	0	4	1	1	7	16	0	12	1	3	0
10 - Extremely likely		9	1	4	1	0	59	1	11	9	0	45	51	2	35	0	11	3
TOTAL LIKELY (7-10)		20	1	18	19	1	91	2	30	26	1	71	91	15	71	1	28	6
Don't know		4	2	3	2	0	0	4	3	2	0	5	0	13	1	0	3	4
Refused		5	0	3	1	1	1	3	3	2	3	5	2	4	1	1	3	3

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Unweighted Sample		10324	4660	5664	747	4076	2678	2823	4263	2319	2371	6448	3568	8859	555	910	2577	1789	1044	3449
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reform UK	0 - Not at all likely	54	52	57	58	60	53	44	65	56	42	60	47	53	59	69	54	48	59	52
	1	3	4	2	3	3	1	3	2	3	3	3	3	3	0	5	4	3	2	2
	2	2	3	2	2	3	2	2	2	1	3	2	3	3	0	1	2	3	2	3
	3	2	2	2	4	2	2	3	2	2	3	2	2	2	5	0	3	3	2	2
	TOTAL NOT LIKELY (0-3)	61	61	63	67	68	58	52	71	62	51	67	55	61	64	75	63	57	65	59
	4	2	1	2	0	3	1	1	2	1	3	2	1	2	2	0	2	1	2	1
	5	5	6	4	4	5	6	5	3	5	8	4	6	5	5	4	3	6	3	7
	6	3	3	2	1	2	2	4	1	3	3	3	3	3	2	1	2	3	4	3
	7	3	4	2	1	3	3	4	3	3	4	3	3	3	3	1	2	5	4	3
	8	3	3	2	2	3	3	2	4	2	2	3	2	3	6	1	3	3	2	2
	9	3	3	2	1	1	3	4	2	3	3	2	4	3	4	0	1	4	2	3
	10 - Extremely likely	12	17	9	10	5	16	22	8	15	17	9	17	13	13	7	14	11	9	14
	TOTAL LIKELY (7-10)	21	27	15	14	12	25	32	17	23	26	17	26	22	26	9	20	23	17	22
	Don't know	4	1	6	4	3	4	3	3	3	5	3	4	4	2	2	4	3	3	4
Refused	5	2	7	10	6	3	2	5	3	4	5	5	5	0	8	4	7	6	3	
Green Party	0 - Not at all likely	45	50	42	23	37	54	61	39	55	51	43	49	46	45	45	44	46	36	50
	1	4	6	2	2	4	3	5	3	4	5	3	5	4	3	2	4	6	5	3
	2	3	3	4	3	3	3	4	4	2	3	4	3	3	5	3	4	3	5	3
	3	5	5	5	1	6	4	4	5	3	6	5	4	4	7	6	4	3	5	5
	TOTAL NOT LIKELY (0-3)	57	64	53	29	50	64	74	51	64	65	55	61	57	60	56	56	58	51	61
	4	3	3	3	4	3	4	3	4	3	2	4	3	3	4	6	3	1	3	3
	5	7	7	6	6	8	8	5	7	8	6	7	6	7	7	5	6	8	6	7
	6	4	4	4	6	5	3	2	5	2	4	4	3	4	7	1	4	5	3	4
	7	5	4	5	7	7	3	2	7	3	3	6	4	5	7	6	5	4	6	4
	8	4	3	4	6	4	4	2	4	3	3	4	3	4	8	2	4	3	2	4
	9	2	2	2	2	3	1	1	3	2	1	2	1	2	1	1	3	1	3	2
	10 - Extremely likely	9	9	10	28	11	5	3	10	6	6	10	9	9	3	10	10	7	17	8
	TOTAL LIKELY (7-10)	20	18	21	43	25	13	8	24	14	13	22	17	20	19	19	22	15	28	18
	Don't know	4	2	6	3	4	5	4	4	4	6	3	5	4	4	3	4	6	3	4
Refused	5	2	6	10	5	2	3	4	4	4	5	4	4	0	8	4	6	6	3	

Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Westminster VI					Vote in 2024 GE					Labour Defectors				2016 EU Ref		
		Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab 24 to Green WVI	Lab 24 to DK / WNV	Lab 24 to Green / LD / SNP / PC	Lab 24 to Ref UK / Con	Remain	Leave
Weighted Sample		10324	1388	1308	977	1830	1546	1859	2654	950	1116	631	573	465	854	257	3624	3686
Unweighted Sample		10324	1222	1890	987	1640	1645	1504	4146	793	934	541	873	710	1320	388	4397	3503
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
REJOIN		1688	194	220	172	309	242	288	470	155	160	103	99	84	157	51	595	574
Unweighted Sample		1726	177	319	177	278	271	235	731	126	144	87	155	134	242	69	747	558
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please imagine that there is a general election happening tomorrow. All parties are standing in your constituency, looking to secure your vote.
Labour are seeking a second term in office, during which they have pledged to have the UK rejoin the European Union.
How likely, if at all, are you to vote for the following parties at the next general election in this scenario?
Conservatives

0 - Not at all likely	44	0	68	42	27	75	7	62	40	29	59	78	49	71	36	55	32
1	5	0	7	14	4	8	0	7	9	5	7	7	5	9	4	6	3
2	6	0	4	10	6	6	1	6	12	7	7	11	5	9	1	5	7
3	5	0	7	9	8	2	2	6	9	9	3	3	7	4	8	4	4
TOTAL NOT LIKELY (0-3)	60	0	86	75	45	91	10	81	70	50	76	99	66	93	49	70	46
4	5	1	6	4	8	1	4	4	2	12	5	0	6	3	5	3	6
5	8	7	4	6	15	2	13	5	5	11	5	0	10	2	9	7	10
6	4	5	1	7	7	0	8	2	7	6	1	0	2	0	10	4	5
7	5	12	1	3	10	2	12	1	4	10	7	0	1	0	6	3	8
8	4	20	0	1	8	0	17	1	0	3	2	0	1	0	8	3	7
9	2	14	0	0	2	0	8	1	3	1	0	0	1	0	3	2	4
10 - Extremely likely	5	40	0	1	2	0	23	1	0	2	0	1	0	0	8	3	11
TOTAL LIKELY (7-10)	16	86	1	5	22	2	60	4	7	16	9	1	3	0	25	11	30
Don't know	3	1	1	0	1	0	3	2	0	3	3	0	8	0	1	1	3
Refused	4	0	1	3	2	2	2	2	9	1	1	1	3	1	0	3	1

Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Gender		Age				NS-SEC			Social Grade		Country			Region in England				
		Total	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample		10324	4996	5328	1082	4264	2551	2427	3496	2313	3086	6027	3962	8930	496	898	2447	1693	1249	3541
	Unweighted Sample	10324	4660	5664	747	4076	2678	2823	4263	2319	2371	6448	3568	8859	555	910	2577	1789	1044	3449
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
REJOIN		1688	853	836	182	712	415	379	582	397	467	1024	605	1446	82	161	392	259	204	592
	Unweighted Sample	1726	796	930	124	701	446	455	712	406	369	1102	572	1459	99	168	423	285	170	581
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please imagine that there is a general election happening tomorrow. All parties are standing in your constituency, looking to secure your vote.
Labour are seeking a second term in office, during which they have pledged to have the UK rejoin the European Union.
How likely, if at all, are you to vote for the following parties at the next general election in this scenario?
Conservatives

0 - Not at all likely	44	44	43	44	48	45	35	46	40	43	41	48	42	52	58	52	43	39	36
1	5	5	5	9	6	4	3	6	4	5	6	5	6	2	5	4	6	5	7
2	6	7	5	6	7	5	5	5	5	5	6	5	6	1	5	7	8	3	5
3	5	5	4	10	4	5	3	5	6	4	5	4	5	7	4	5	2	8	5
TOTAL NOT LIKELY (0-3)	60	61	57	69	65	59	46	62	55	57	58	62	59	62	72	68	59	55	53
4	5	5	5	4	5	5	5	4	4	6	5	4	5	11	2	4	6	5	5
5	8	7	9	8	7	7	10	6	11	8	8	7	8	6	4	6	7	7	10
6	4	4	3	0	3	5	6	4	5	3	4	3	4	6	3	2	2	8	4
7	5	6	5	3	4	7	6	6	7	4	6	5	6	2	1	4	6	6	7
8	4	4	5	4	3	6	5	4	3	5	4	4	5	2	3	4	7	3	4
9	2	1	4	0	1	3	5	2	5	2	3	2	2	1	3	2	3	3	2
10 - Extremely likely	5	5	6	1	3	6	11	6	4	7	5	6	5	4	5	4	6	3	7
TOTAL LIKELY (7-10)	16	16	20	8	11	22	27	18	19	18	18	17	18	9	12	14	22	15	20
Don't know	3	2	4	7	4	2	2	2	3	4	3	3	3	3	3	2	3	3	4
Refused	4	4	4	6	6	1	3	2	5	4	4	3	4	3	5	4	2	7	4

YouGov / Best for Britain Randomised Control Trial (RCT) Results



Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Westminster VI					Vote in 2024 GE					Labour Defectors				2016 EU Ref		
		Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab 24 to Green WVI	Lab 24 to DK / WNV	Lab 24 to Green / LD / SNP / PC	Lab 24 to Ref UK / Con	Remain	Leave
Weighted Sample		10324	1388	1308	977	1830	1546	1859	2654	950	1116	631	573	465	854	257	3624	3686
Unweighted Sample		10324	1222	1890	987	1640	1645	1504	4146	793	934	541	873	710	1320	388	4397	3503
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour	0 - Not at all likely	41	63	0	16	86	17	68	15	16	87	31	7	26	10	62	18	73
	1	3	3	1	3	3	3	2	2	1	1	5	4	5	3	2	2	3
	2	4	8	0	5	3	8	5	4	7	3	11	5	3	6	9	5	3
	3	4	4	1	4	2	6	4	2	5	2	8	7	3	5	2	4	2
	TOTAL NOT LIKELY (0-3)	52	78	2	28	94	34	79	23	29	93	55	23	37	24	75	29	81
	4	4	6	1	7	2	7	4	4	6	0	5	8	3	7	6	4	2
	5	8	9	4	16	2	11	7	9	15	3	6	14	15	13	5	11	4
	6	5	2	4	11	1	12	2	8	7	1	8	13	8	16	3	8	2
	7	6	1	9	12	0	12	2	10	13	0	4	16	11	14	1	9	2
	8	6	1	19	9	0	8	2	12	8	0	8	9	7	10	3	9	2
	9	3	0	10	5	0	3	0	5	6	0	2	4	2	3	0	5	1
	10 - Extremely likely	9	1	49	9	0	8	1	26	5	0	5	12	6	13	6	19	3
	TOTAL LIKELY (7-10)	24	3	87	35	0	31	5	53	32	0	19	41	26	40	10	42	8
	Don't know	4	1	0	1	1	2	1	2	3	3	7	0	9	0	1	2	2
	Refused	4	1	1	3	1	3	2	2	9	0	1	1	3	1	0	3	1
Liberal Democrats	0 - Not at all likely	37	45	27	2	67	26	47	29	4	69	23	26	32	20	59	25	55
	1	5	8	6	0	8	5	7	4	2	9	9	3	4	3	14	5	6
	2	6	7	7	0	6	9	7	5	2	5	17	6	5	4	3	5	6
	3	7	9	10	1	5	11	9	9	3	4	7	12	8	9	3	8	8
	TOTAL NOT LIKELY (0-3)	55	69	50	3	86	51	70	47	11	87	56	47	49	36	79	43	75
	4	6	9	9	2	5	9	9	7	5	4	8	6	6	5	11	8	4
	5	10	10	18	4	2	17	8	16	7	3	10	21	17	17	7	13	7
	6	6	3	10	8	1	8	3	9	11	1	3	10	8	9	4	8	3
	7	5	2	6	20	2	6	2	6	13	1	6	7	5	10	1	8	2
	8	3	2	2	21	1	2	2	5	15	0	2	4	1	12	0	6	2
	9	2	1	1	16	0	0	1	2	11	1	0	0	0	3	0	3	1
	10 - Extremely likely	3	0	0	24	0	2	1	2	18	0	5	1	0	6	0	7	1
	TOTAL LIKELY (7-10)	13	5	9	81	3	10	6	15	57	2	13	12	6	31	1	24	6
	Don't know	4	3	1	0	1	2	3	2	2	3	10	1	10	1	0	2	3
	Refused	4	2	2	2	1	2	3	3	7	0	0	2	4	1	0	4	2

Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Gender		Age				NS-SEC			Social Grade		Country			Region in England				
		Total	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample		10324	4996	5328	1082	4264	2551	2427	3496	2313	3086	6027	3962	8930	496	898	2447	1693	1249	3541
Unweighted Sample		10324	4660	5664	747	4076	2678	2823	4263	2319	2371	6448	3568	8859	555	910	2577	1789	1044	3449
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour	0 - Not at all likely	41	43	38	21	29	52	60	31	43	55	34	53	42	36	28	44	46	27	45
	1	3	3	3	4	3	3	2	2	2	4	3	3	3	2	3	2	2	3	3
	2	4	5	3	9	6	3	1	5	3	3	4	4	4	3	5	5	4	8	3
	3	4	4	3	7	3	3	4	4	5	3	5	3	4	3	5	4	4	6	3
	TOTAL NOT LIKELY (0-3)	52	55	47	41	41	61	67	42	53	65	46	63	53	44	41	55	56	44	54
	4	4	3	4	3	4	4	2	4	4	2	4	4	3	6	3	3	4	3	4
	5	8	7	9	8	10	6	5	9	6	7	9	7	7	19	8	5	7	7	9
	6	5	5	6	10	7	4	2	6	8	3	6	4	5	4	9	4	5	6	5
	7	6	5	7	7	9	3	3	10	4	3	8	2	6	6	7	5	7	8	5
	8	6	6	5	9	7	6	2	8	5	4	7	4	6	4	5	7	5	8	5
	9	3	2	3	1	2	4	2	3	2	2	3	2	3	1	2	3	3	2	3
	10 - Extremely likely	9	10	9	6	10	9	10	14	9	7	11	7	9	10	14	11	8	12	7
	TOTAL LIKELY (7-10)	24	23	24	23	28	22	17	35	20	16	29	15	24	21	28	26	23	30	20
	Don't know	4	2	6	11	4	2	2	2	4	5	4	4	4	4	5	3	3	4	5
	Refused	4	4	4	6	6	1	3	2	5	3	4	3	4	3	6	3	2	7	4
Liberal Democrats	0 - Not at all likely	37	40	34	27	32	44	46	31	41	43	32	46	38	41	34	42	37	32	37
	1	5	6	5	5	4	7	6	5	5	7	5	6	6	3	6	7	5	5	5
	2	6	6	7	12	5	7	5	6	8	5	6	7	7	5	4	7	8	8	6
	3	7	7	8	7	8	7	6	7	6	9	8	6	7	5	5	7	9	6	7
	TOTAL NOT LIKELY (0-3)	55	59	54	51	49	65	63	49	60	64	51	65	58	54	49	63	59	51	55
	4	6	7	6	9	7	6	5	6	4	7	7	5	6	8	6	7	8	6	5
	5	10	8	11	8	11	9	9	13	10	7	11	8	10	12	10	8	9	13	10
	6	6	5	6	6	7	4	5	6	6	6	7	4	5	8	7	4	5	7	6
	7	5	6	4	4	6	4	4	8	4	3	6	3	5	3	9	4	5	4	5
	8	3	3	4	4	4	3	2	5	4	1	4	2	3	4	6	3	2	3	4
	9	2	2	2	0	1	3	3	2	1	2	2	1	2	1	1	1	3	2	3
	10 - Extremely likely	3	3	3	2	3	3	4	5	2	1	4	2	3	3	2	2	2	2	5
	TOTAL LIKELY (7-10)	13	14	13	10	14	13	13	20	11	7	16	8	13	11	18	10	12	11	17
	Don't know	4	2	7	10	6	1	3	3	4	4	4	5	4	4	4	4	5	4	4
	Refused	4	4	4	6	5	1	4	2	4	4	4	4	4	3	7	3	3	7	4

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Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Westminster VI					Vote in 2024 GE					Labour Defectors				2016 EU Ref		
		Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab 24 to Green WVI	Lab 24 to DK / WNV	Lab 24 to Green / LD / SNP / PC	Lab 24 to Ref UK / Con	Remain	Leave
Weighted Sample		10324	1388	1308	977	1830	1546	1859	2654	950	1116	631	573	465	854	257	3624	3686
Unweighted Sample		10324	1222	1890	987	1640	1645	1504	4146	793	934	541	873	710	1320	388	4397	3503
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reform UK																		
	0 - Not at all likely	54	38	84	82	1	87	29	76	74	3	70	94	68	89	18	77	27
	1	3	3	2	5	0	2	2	3	3	4	2	2	5	3	2	3	4
	2	2	6	2	5	0	1	5	1	2	3	3	0	1	1	1	2	2
	3	3	8	2	3	1	1	6	2	1	2	4	0	2	2	3	3	3
	TOTAL NOT LIKELY (0-3)	62	55	90	95	2	91	42	82	80	12	79	96	76	95	24	85	36
	4	2	3	2	1	0	1	1	1	3	0	0	1	1	1	3	1	1
	5	3	7	2	0	1	1	5	2	1	4	1	1	5	1	5	2	6
	6	2	8	1	0	1	0	2	1	1	6	3	0	1	1	3	0	3
	7	3	9	1	1	7	1	9	2	1	6	4	0	3	1	10	2	7
	8	5	10	1	0	12	0	11	1	1	9	3	0	1	0	6	2	8
	9	3	0	0	0	13	1	3	1	3	8	0	0	0	0	10	1	5
	10 - Extremely likely	13	3	1	1	63	0	20	5	1	52	2	0	1	0	39	3	29
	TOTAL LIKELY (7-10)	24	22	3	2	95	2	43	9	6	75	9	0	5	1	65	8	49
	Don't know	4	4	0	0	1	2	5	2	0	4	8	0	8	0	0	1	5
	Refused	4	2	1	3	0	4	1	3	9	0	1	2	4	1	0	4	1
Green Party																		
	0 - Not at all likely	43	65	33	28	76	0	66	32	26	80	10	0	44	10	74	30	65
	1	4	4	2	7	4	0	4	3	5	6	4	1	4	2	5	3	4
	2	4	10	6	5	3	0	8	4	6	1	3	0	4	2	3	6	4
	3	5	5	7	11	2	0	4	6	6	0	3	1	6	6	0	5	3
	TOTAL NOT LIKELY (0-3)	56	84	48	51	85	0	82	45	43	87	20	2	58	20	82	44	76
	4	4	4	8	4	4	0	5	5	2	1	4	0	5	2	5	4	4
	5	7	3	11	15	5	3	6	9	12	4	7	3	11	6	7	10	6
	6	5	1	11	13	2	5	0	7	12	0	9	5	4	9	1	6	2
	7	5	1	8	7	2	13	0	8	8	3	5	12	5	12	2	8	3
	8	5	1	5	5	1	20	0	7	11	1	6	21	2	15	1	7	3
	9	3	0	2	1	0	14	0	4	1	0	6	15	1	10	0	4	0
	10 - Extremely likely	7	1	2	2	0	41	0	10	1	0	36	40	0	27	0	11	2
	TOTAL LIKELY (7-10)	20	3	17	15	3	88	0	29	21	4	53	88	8	64	3	30	8
	Don't know	4	4	1	0	1	1	4	2	2	3	8	0	9	0	1	2	4
	Refused	4	2	3	3	1	2	3	3	9	1	0	1	3	1	1	4	1

Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Gender		Age				NS-SEC			Social Grade		Country			Region in England				
		Total	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample		10324	4996	5328	1082	4264	2551	2427	3496	2313	3086	6027	3962	8930	496	898	2447	1693	1249	3541
Unweighted Sample		10324	4660	5664	747	4076	2678	2823	4263	2319	2371	6448	3568	8859	555	910	2577	1789	1044	3449
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reform UK																				
	0 - Not at all likely	54	52	56	66	60	48	43	66	48	40	59	46	52	58	68	54	50	64	47
	1	3	3	3	2	4	3	2	2	3	3	2	4	3	3	0	4	3	1	4
	2	2	2	2	4	2	2	3	3	3	1	2	2	2	0	3	2	1	3	3
	3	3	3	3	2	3	4	2	2	3	5	2	3	3	10	2	2	4	2	3
TOTAL NOT LIKELY (0-3)		62	60	64	74	69	57	50	73	57	49	65	55	60	71	73	62	58	70	57
	4	2	2	1	1	3	1	1	2	2	1	2	2	2	1	1	1	1	2	2
	5	3	3	4	2	4	3	5	3	3	4	3	4	3	5	3	2	5	3	4
	6	2	2	2	2	2	2	2	2	2	2	2	2	2	0	2	2	2	3	2
	7	3	3	4	3	2	4	5	2	5	4	4	3	4	3	1	3	4	2	5
	8	5	4	5	2	4	4	7	5	4	6	4	6	5	7	3	5	5	3	5
	9	3	3	2	4	1	5	3	2	2	5	2	3	3	1	1	4	2	1	3
	10 - Extremely likely	13	15	10	1	7	19	22	8	17	19	9	18	13	7	10	14	15	6	14
TOTAL LIKELY (7-10)		24	25	21	10	14	32	37	17	28	34	19	30	25	18	15	26	26	12	27
	Don't know	4	3	4	6	3	4	3	2	4	5	3	5	4	4	2	3	5	3	4
	Refused	4	4	4	6	6	1	3	2	5	4	4	3	4	3	6	3	3	7	4
Green Party																				
	0 - Not at all likely	43	47	38	20	33	51	62	40	46	50	40	48	43	36	41	46	42	35	44
	1	4	4	3	2	3	6	3	5	2	4	3	4	4	4	4	3	4	4	4
	2	4	5	4	4	4	5	6	3	4	5	4	5	5	2	3	5	4	2	5
	3	5	5	4	8	5	4	3	6	4	4	5	3	5	3	3	5	2	5	6
TOTAL NOT LIKELY (0-3)		56	61	49	34	45	66	74	54	56	63	52	60	57	45	51	59	52	46	59
	4	4	4	4	5	5	3	2	5	4	5	4	4	4	4	4	3	7	4	3
	5	7	7	8	3	8	10	5	9	6	7	8	7	7	16	8	6	7	8	7
	6	5	4	6	5	6	5	3	6	6	3	6	3	5	2	3	4	5	7	6
	7	5	5	5	8	7	4	3	7	5	2	6	4	5	12	9	5	5	7	3
	8	5	4	6	7	6	3	3	5	4	4	5	4	5	3	3	5	5	4	6
	9	3	2	3	7	3	1	1	3	3	1	3	1	3	3	3	3	3	5	1
	10 - Extremely likely	7	7	8	19	9	4	4	7	7	7	8	8	7	8	9	9	9	8	6
TOTAL LIKELY (7-10)		20	18	22	41	25	12	11	22	19	14	22	17	20	26	24	22	22	24	16
	Don't know	4	3	6	9	5	3	2	3	4	5	4	5	4	4	4	3	4	3	5
	Refused	4	4	4	6	6	1	4	2	5	3	4	3	4	3	7	3	2	7	4

Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Westminster VI					Vote in 2024 GE					Labour Defectors				2016 EU Ref	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab 24 to Green WVI	Lab 24 to DK / WNV	Lab 24 to Green / LD / SNP / PC	Lab 24 to Ref UK / Con	Remain	Leave
Weighted Sample	10324	1388	1308	977	1830	1546	1859	2654	950	1116	631	573	465	854	257	3624	3686
Unweighted Sample	10324	1222	1890	987	1640	1645	1504	4146	793	934	541	873	710	1320	388	4397	3503
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
SINGLE MARKET	1704	240	206	165	296	288	321	452	159	167	106	112	86	151	42	586	611
Unweighted Sample	1728	222	302	168	258	311	265	712	128	139	101	170	125	239	65	735	574
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please imagine that there is a general election happening tomorrow. All parties are standing in your constituency, looking to secure your vote.

Labour are seeking a second term in office, during which they have pledged to have the UK rejoin the European Single Market

How likely, if at all, are you to vote for the following parties at the next general election in this scenario?

Conservatives

0 - Not at all likely	46	0	68	53	30	71	7	61	56	35	68	78	49	72	23	55	36
1	6	0	8	10	7	10	1	7	6	9	7	7	5	8	1	6	4
2	5	1	3	7	7	5	3	5	9	5	4	4	7	7	7	4	4
3	4	0	6	6	5	3	1	5	4	5	5	3	6	4	2	4	3
TOTAL NOT LIKELY (0-3)	61	1	85	76	49	89	12	78	75	54	84	92	67	91	33	69	47
4	3	2	4	3	6	2	2	3	3	4	2	1	5	1	7	2	3
5	6	4	3	9	8	3	7	5	6	9	6	2	9	3	8	4	7
6	3	4	2	5	9	1	5	1	6	11	1	2	1	1	4	3	4
7	5	13	2	2	9	0	12	3	2	7	0	1	2	1	9	3	7
8	4	13	0	1	11	1	14	1	2	10	1	1	1	1	6	3	8
9	3	13	0	2	5	0	14	1	1	1	0	0	0	0	6	1	6
10 - Extremely likely	7	45	0	1	2	0	28	2	2	2	0	0	2	0	22	5	12
TOTAL LIKELY (7-10)	19	84	2	6	27	1	68	7	7	20	1	2	5	2	43	12	33
Don't know	4	2	1	1	0	2	4	2	1	1	1	0	11	0	1	2	3
Refused	5	4	3	1	2	3	3	3	4	2	5	2	1	2	4	6	2

Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Gender		Age				NS-SEC			Social Grade		Country			Region in England			
	Total	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10324	4996	5328	1082	4264	2551	2427	3496	2313	3086	6027	3962	8930	496	898	2447	1693	1249	3541
Unweighted Sample	10324	4660	5664	747	4076	2678	2823	4263	2319	2371	6448	3568	8859	555	910	2577	1789	1044	3449
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
SINGLE MARKET	1704	813	891	173	723	417	391	602	356	513	990	666	1466	84	154	418	271	227	550
Unweighted Sample	1728	770	958	127	706	433	462	741	367	396	1073	611	1472	100	156	444	294	184	550
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please imagine that there is a general election happening tomorrow. All parties are standing in your constituency, looking to secure your vote.
Labour are seeking a second term in office, during which they have pledged to have the UK rejoin the European Single Market
How likely, if at all, are you to vote for the following parties at the next general election in this scenario?
Conservatives

0 - Not at all likely	46	46	45	46	49	49	35	46	44	45	43	50	44	48	57	46	44	49	41
1	6	7	5	13	7	5	2	8	3	4	7	5	6	4	4	5	7	6	7
2	5	6	4	7	5	6	3	4	5	6	6	3	5	6	4	5	6	4	5
3	4	3	5	7	3	3	4	4	2	4	4	3	4	5	3	4	2	5	4
TOTAL NOT LIKELY (0-3)	61	62	59	73	64	63	44	62	54	59	60	61	59	63	68	60	59	64	57
4	3	4	2	4	3	4	2	3	2	4	3	4	3	1	3	4	3	3	2
5	6	5	6	4	5	5	7	5	6	6	5	6	6	5	4	5	5	6	7
6	3	3	3	3	2	4	5	2	5	3	3	3	3	2	2	4	4	1	4
7	5	5	5	2	4	7	6	5	5	4	5	4	5	3	3	4	5	5	5
8	4	5	4	2	3	5	7	4	7	4	5	4	5	4	3	4	4	6	5
9	3	2	4	1	2	2	6	3	2	4	3	3	3	4	1	2	4	1	4
10 - Extremely likely	7	7	7	1	4	5	16	6	8	9	7	7	7	9	8	6	9	4	7
TOTAL LIKELY (7-10)	19	19	20	6	13	19	35	18	22	21	20	18	20	20	15	16	22	16	21
Don't know	4	2	5	2	6	2	1	4	4	3	4	3	4	5	3	4	5	2	3
Refused	5	6	5	9	6	3	4	4	5	4	5	5	5	5	5	5	3	7	6

YouGov / Best for Britain Randomised Control Trial (RCT) Results



Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Westminster VI					Vote in 2024 GE					Labour Defectors				2016 EU Ref		
		Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab 24 to Green WVI	Lab 24 to DK / WNV	Lab 24 to Green / LD / SNP / PC	Lab 24 to Ref UK / Con	Remain	Leave
Weighted Sample		10324	1388	1308	977	1830	1546	1859	2654	950	1116	631	573	465	854	257	3624	3686
Unweighted Sample		10324	1222	1890	987	1640	1645	1504	4146	793	934	541	873	710	1320	388	4397	3503
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour																		
0 - Not at all likely		45	73	1	27	85	23	73	15	37	86	27	16	26	13	51	22	74
1		4	6	0	2	5	5	5	2	1	3	7	4	4	3	9	3	4
2		4	5	1	2	3	8	3	3	1	3	9	6	0	6	12	4	2
3		4	3	1	9	0	8	3	4	8	2	8	7	4	6	4	5	3
TOTAL NOT LIKELY (0-3)		57	87	3	40	93	44	84	24	47	94	51	33	34	28	76	34	83
4		3	2	0	12	0	5	3	2	7	0	8	3	3	4	0	5	2
5		6	3	2	9	4	11	3	9	4	2	9	13	11	13	13	8	2
6		5	2	5	9	0	12	1	10	11	0	6	18	12	18	6	9	1
7		6	4	8	10	0	10	1	9	11	1	10	11	8	12	1	10	2
8		6	1	18	6	0	10	0	12	7	1	10	9	9	11	1	9	2
9		3	0	14	7	1	2	3	6	3	0	0	5	2	5	0	5	2
10 - Extremely likely		7	0	47	5	0	4	1	22	6	0	1	7	6	7	0	15	3
TOTAL LIKELY (7-10)		22	5	87	28	1	26	5	49	27	2	21	32	25	35	2	39	9
Don't know		3	2	1	1	0	1	3	3	1	1	0	0	12	0	1	2	2
Refused		5	0	1	0	2	2	1	2	3	3	5	2	2	1	2	4	2
Liberal Democrats																		
0 - Not at all likely		39	54	29	1	67	22	53	25	4	72	26	21	29	17	48	24	57
1		6	11	3	0	8	8	10	4	2	6	5	6	2	5	1	3	8
2		5	7	6	0	5	6	6	6	2	3	10	7	6	6	7	6	5
3		6	6	6	0	5	8	6	8	2	5	10	8	9	7	9	7	5
TOTAL NOT LIKELY (0-3)		56	78	44	1	85	44	75	43	10	86	51	42	46	35	65	40	75
4		6	5	7	0	4	11	5	8	3	4	15	10	10	8	3	7	4
5		10	8	15	13	5	15	6	15	15	2	9	15	14	13	15	15	5
6		6	4	13	9	2	11	4	10	13	1	6	12	6	12	9	8	4
7		5	0	9	17	1	9	0	9	11	3	9	11	5	16	0	9	2
8		3	1	4	16	0	2	2	4	11	0	2	3	3	6	1	6	1
9		2	0	0	14	0	1	0	1	12	0	1	2	0	3	1	3	1
10 - Extremely likely		3	0	1	29	0	1	0	1	22	1	1	0	0	3	0	4	3
TOTAL LIKELY (7-10)		13	1	14	76	1	13	2	15	56	4	13	16	8	28	2	22	7
Don't know		4	2	3	0	0	3	5	4	0	1	1	1	14	1	0	2	3
Refused		5	2	3	0	3	2	3	4	3	3	5	1	3	2	6	6	2

Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Gender			Age				NS-SEC			Social Grade		Country			Region in England			
		Total	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
	Weighted Sample	10324	4996	5328	1082	4264	2551	2427	3496	2313	3086	6027	3962	8930	496	898	2447	1693	1249	3541
	Unweighted Sample	10324	4660	5664	747	4076	2678	2823	4263	2319	2371	6448	3568	8859	555	910	2577	1789	1044	3449
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour	0 - Not at all likely	45	46	44	31	35	52	63	34	49	60	38	55	46	38	38	43	53	37	49
	1	4	4	4	5	4	3	4	3	5	3	4	4	4	6	2	4	4	2	4
	2	4	3	5	6	5	3	3	5	2	4	4	4	4	6	6	6	4	4	2
	3	4	5	4	6	5	4	3	4	4	5	5	4	4	6	6	4	3	4	5
	TOTAL NOT LIKELY (0-3)	57	58	57	48	49	62	73	46	60	72	51	67	58	56	52	57	64	47	60
	4	3	3	3	3	3	2	4	4	3	1	4	2	3	3	7	2	2	4	3
	5	6	6	6	6	7	6	3	8	4	4	6	5	6	6	7	7	5	5	5
	6	5	5	5	8	6	5	2	7	4	4	7	3	5	5	6	4	5	8	5
	7	6	7	5	7	8	4	3	8	5	3	6	5	6	6	7	5	5	7	6
	8	6	5	6	10	6	5	3	6	7	4	7	3	6	6	2	5	5	7	6
	9	3	3	3	0	4	3	2	3	3	2	4	2	3	3	2	2	2	7	3
	10 - Extremely likely	7	9	6	4	8	8	8	12	7	3	8	6	7	10	6	8	8	10	6
	TOTAL LIKELY (7-10)	22	24	20	21	26	20	16	29	22	12	25	16	22	25	17	20	20	31	21
	Don't know	3	2	4	3	4	3	1	4	2	3	3	3	3	3	4	4	2	0	3
	Refused	5	5	4	10	6	1	3	3	4	3	5	5	4	3	7	5	2	5	5
Liberal Democrats	0 - Not at all likely	39	41	37	20	35	43	51	35	43	47	32	48	39	42	39	39	42	34	39
	1	6	5	7	11	6	4	5	4	6	6	6	7	6	7	4	7	8	6	4
	2	5	5	5	7	6	6	3	4	4	7	5	5	5	5	4	6	6	6	4
	3	6	5	6	9	6	5	4	6	5	5	7	4	6	6	5	6	6	5	6
	TOTAL NOT LIKELY (0-3)	56	56	55	47	53	58	63	49	58	65	50	64	56	60	52	58	62	51	53
	4	6	6	6	5	6	6	4	7	5	3	7	4	6	6	5	7	5	8	4
	5	10	10	10	11	10	9	9	10	10	10	11	8	9	11	12	10	8	7	10
	6	6	7	6	10	6	8	4	7	8	6	8	5	6	6	7	6	3	8	8
	7	5	6	4	8	6	4	5	6	4	4	7	3	5	4	4	3	6	5	7
	8	3	2	4	3	3	2	3	4	2	2	4	2	3	2	2	2	3	5	3
	9	2	2	2	3	1	2	2	3	2	1	2	1	2	1	2	2	2	2	2
	10 - Extremely likely	3	3	3	0	3	5	3	5	3	2	3	3	3	1	4	2	2	3	5
	TOTAL LIKELY (7-10)	13	13	13	14	13	13	13	18	11	9	16	9	13	8	12	9	13	15	17
	Don't know	4	3	6	3	7	3	2	5	4	4	4	5	4	5	4	5	5	4	3
	Refused	5	6	5	9	6	3	4	4	4	4	5	5	5	3	7	5	3	7	5

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		Westminster VI					Vote in 2024 GE					Labour Defectors				2016 EU Ref		
		Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab 24 to Green WVI	Lab 24 to DK / WNV	Lab 24 to Green / LD / SNP / PC	Lab 24 to Ref UK / Con	Remain	Leave
Reform UK	Weighted Sample	10324	1388	1308	977	1830	1546	1859	2654	950	1116	631	573	465	854	257	3624	3686
	Unweighted Sample	10324	1222	1890	987	1640	1645	1504	4146	793	934	541	873	710	1320	388	4397	3503
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	0 - Not at all likely	56	47	84	82	1	91	33	79	72	4	89	93	62	93	25	77	33
	1	3	5	6	1	0	1	5	3	2	1	0	1	6	1	2	2	4
	2	2	3	2	2	0	1	2	1	3	1	1	0	2	1	3	1	2
	3	2	2	0	3	0	1	1	1	3	2	1	2	3	1	2	2	1
	TOTAL NOT LIKELY (0-3)	63	57	92	88	1	94	41	84	80	8	91	96	73	96	32	82	40
	4	2	6	0	3	1	0	3	1	4	1	0	0	1	0	7	1	3
	5	4	8	1	3	3	0	6	3	5	4	0	0	9	0	10	3	5
6	2	6	0	1	2	0	7	1	0	2	0	1	0	1	3	1	4	
7	3	7	1	1	8	0	6	2	0	8	0	0	4	0	4	1	7	
8	4	8	0	1	15	2	11	2	1	11	2	1	0	1	17	1	8	
9	3	3	0	1	15	0	8	1	2	9	0	0	0	0	7	1	6	
10 - Extremely likely	10	2	0	0	55	0	11	2	4	56	2	0	2	0	17	2	23	
TOTAL LIKELY (7-10)	20	20	1	3	93	2	36	7	7	84	4	1	6	1	45	5	44	
Don't know	3	3	2	0	0	1	4	2	0	1	0	0	8	0	1	2	2	
Refused	5	2	3	2	0	3	2	3	5	1	5	2	2	2	0	6	1	
Green Party																		
0 - Not at all likely	44	72	28	33	83	1	69	25	35	82	3	0	30	7	76	28	69	
1	4	7	4	5	3	0	7	3	4	1	1	0	2	1	4	3	4	
2	4	4	9	6	1	1	3	6	1	1	1	0	5	4	0	5	2	
3	4	3	9	7	3	0	3	5	4	4	1	1	6	1	8	4	3	
TOTAL NOT LIKELY (0-3)	56	86	50	51	90	2	82	39	44	88	6	1	43	13	88	40	78	
4	4	5	9	9	1	0	3	6	7	0	1	0	10	2	3	7	2	
5	6	2	12	16	3	2	3	10	13	4	5	4	15	6	6	8	5	
6	4	3	7	8	2	4	2	5	11	2	5	2	3	4	1	7	2	
7	4	0	9	6	0	10	1	9	5	0	6	13	9	12	0	7	2	
8	6	2	6	4	0	19	1	9	6	0	15	19	4	17	1	7	1	
9	3	0	2	1	0	13	0	4	4	1	7	14	0	10	0	4	1	
10 - Extremely likely	9	0	1	2	1	48	0	12	7	0	51	45	1	34	0	12	3	
TOTAL LIKELY (7-10)	22	2	18	13	1	90	2	34	22	1	79	91	14	73	1	30	7	
Don't know	4	2	3	2	0	0	4	3	1	1	0	0	13	0	0	2	3	
Refused	5	2	3	1	3	2	3	3	3	4	5	0	2	1	2	5	3	

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Fieldwork: 29th April - 5th May 2026

		Gender			Age				NS-SEC			Social Grade		Country			Region in England			
		Total	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample		10324	4996	5328	1082	4264	2551	2427	3496	2313	3086	6027	3962	8930	496	898	2447	1693	1249	3541
Unweighted Sample		10324	4660	5664	747	4076	2678	2823	4263	2319	2371	6448	3568	8859	555	910	2577	1789	1044	3449
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reform UK																				
	0 - Not at all likely	56	52	59	69	60	50	48	63	56	46	59	50	54	69	66	50	49	60	57
	1	3	4	3	2	5	2	3	3	2	4	4	3	4	1	2	4	3	6	3
	2	2	2	2	2	1	2	2	2	2	2	2	1	2	0	0	1	3	3	1
	3	2	2	2	2	3	1	1	2	2	1	2	2	2	1	2	2	2	1	2
TOTAL NOT LIKELY (0-3)		63	60	66	75	69	55	54	70	62	53	67	56	62	71	70	57	57	70	63
	4	2	2	1	3	1	3	2	2	2	2	2	2	2	1	3	3	2	1	1
	5	4	4	4	1	4	5	5	3	5	4	4	5	5	1	2	5	5	2	6
	6	2	1	3	1	1	3	4	2	3	3	2	2	2	4	0	3	3	2	1
	7	3	3	4	1	3	4	4	1	5	5	3	4	3	4	2	4	3	4	3
	8	4	6	3	5	3	6	5	4	4	6	4	5	5	0	5	5	9	4	2
	9	3	4	3	2	3	4	5	4	3	4	3	4	4	3	1	3	6	2	4
	10 - Extremely likely	10	12	9	1	6	15	17	7	11	16	8	13	11	10	8	12	10	7	11
TOTAL LIKELY (7-10)		20	25	19	9	15	29	31	16	23	31	18	26	23	17	16	24	28	17	20
	Don't know	3	2	4	2	4	3	2	4	2	3	3	4	3	3	3	4	4	2	3
	Refused	5	5	5	9	6	3	3	4	4	4	5	5	5	3	6	5	2	6	5
Green Party																				
	0 - Not at all likely	44	47	41	19	35	53	61	39	49	53	40	51	43	45	48	41	46	38	47
	1	4	3	5	4	4	4	4	4	4	4	4	5	4	3	4	5	5	6	3
	2	4	4	4	4	4	5	2	5	2	4	4	3	4	3	3	3	3	5	4
	3	4	4	3	4	3	3	4	4	4	2	4	3	4	3	4	5	3	2	3
TOTAL NOT LIKELY (0-3)		56	58	53	31	46	65	71	52	59	63	52	62	55	54	59	54	57	51	57
	4	4	4	4	4	4	5	4	4	5	3	4	3	4	8	3	3	3	4	4
	5	6	4	8	2	7	8	4	7	6	5	7	5	6	3	6	7	4	7	7
	6	4	4	4	3	4	4	4	5	5	3	5	3	4	3	3	4	5	4	4
	7	4	5	4	7	6	3	1	6	5	3	5	4	4	5	5	4	6	4	4
	8	6	5	6	11	7	4	3	7	4	6	7	3	6	7	7	5	5	7	6
	9	3	3	2	9	3	1	2	3	2	3	3	2	3	2	2	4	2	3	2
	10 - Extremely likely	9	8	9	21	11	5	3	10	5	5	9	9	9	9	7	10	8	12	8
TOTAL LIKELY (7-10)		22	21	21	48	27	13	9	26	16	17	24	18	22	23	21	23	21	26	20
	Don't know	4	2	5	2	6	3	2	4	4	4	3	5	4	5	1	4	6	3	4
	Refused	5	6	5	9	6	3	4	4	4	5	5	5	5	3	6	5	4	7	5

Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Westminster VI					Vote in 2024 GE					Labour Defectors				2016 EU Ref	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab 24 to Green WVI	Lab 24 to DK / WNV	Lab 24 to Green / LD / SNP / PC	Lab 24 to Ref UK / Con	Remain	Leave
Weighted Sample	10324	1388	1308	977	1830	1546	1859	2654	950	1116	631	573	465	854	257	3624	3686
Unweighted Sample	10324	1222	1890	987	1640	1645	1504	4146	793	934	541	873	710	1320	388	4397	3503
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
CUSTOMS UNION	1720	204	226	164	316	266	292	435	167	185	106	100	63	142	43	599	633
Unweighted Sample	1709	187	321	164	278	283	233	680	143	153	91	151	99	220	71	730	590
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please imagine that there is a general election happening tomorrow. All parties are standing in your constituency, looking to secure your vote.

Labour are seeking a second term in office, during which they have pledged to have the UK rejoin the European Customs Union

How likely, if at all, are you to vote for the following parties at the next general election in this scenario?

Conservatives

0 - Not at all likely	45	1	67	51	33	71	7	64	50	38	65	79	49	75	27	58	33
1	5	0	9	5	5	5	1	6	4	6	4	3	6	3	1	4	4
2	7	1	3	11	6	14	3	6	7	5	13	8	11	9	9	5	5
3	4	0	5	4	6	2	4	4	7	6	0	4	5	4	6	4	5
TOTAL NOT LIKELY (0-3)	61	2	84	71	50	92	15	80	68	55	82	94	71	91	43	71	47
4	4	3	4	6	7	1	5	4	4	9	3	1	4	2	4	3	5
5	6	4	4	6	12	1	10	3	7	8	4	1	9	2	6	4	8
6	5	6	2	4	13	1	11	3	5	10	1	0	1	1	17	3	8
7	4	10	1	3	9	0	9	2	6	8	0	0	2	1	9	3	6
8	3	12	1	3	4	0	9	1	1	4	1	0	0	0	4	3	5
9	3	17	1	2	1	0	10	1	1	2	2	0	0	1	4	2	5
10 - Extremely likely	6	47	0	1	2	0	26	1	1	2	0	0	0	0	13	4	11
TOTAL LIKELY (7-10)	16	86	3	9	16	0	54	5	9	16	3	0	2	2	30	12	27
Don't know	4	0	1	2	0	2	2	2	5	1	4	2	5	2	1	4	3
Refused	4	0	2	3	1	2	3	4	2	1	3	2	7	2	0	3	2

Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Gender		Age				NS-SEC			Social Grade		Country			Region in England			
	Total	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10324	4996	5328	1082	4264	2551	2427	3496	2313	3086	6027	3962	8930	496	898	2447	1693	1249	3541
Unweighted Sample	10324	4660	5664	747	4076	2678	2823	4263	2319	2371	6448	3568	8859	555	910	2577	1789	1044	3449
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
CUSTOMS UNION	1720	856	863	197	690	419	413	584	364	508	1020	638	1465	93	161	415	255	204	591
Unweighted Sample	1709	787	922	126	668	439	476	713	377	383	1080	575	1439	106	164	427	266	179	567
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please imagine that there is a general election happening tomorrow. All parties are standing in your constituency, looking to secure your vote.

Labour are seeking a second term in office, during which they have pledged to have the UK rejoin the European Customs Union

How likely, if at all, are you to vote for the following parties at the next general election in this scenario?

Conservatives

0 - Not at all likely	45	45	46	41	52	47	35	48	43	42	44	46	44	54	52	47	36	49	44
1	5	5	4	8	5	4	3	4	4	4	4	5	4	5	5	4	6	6	3
2	7	8	6	16	7	4	4	5	7	6	7	6	7	4	5	6	9	5	8
3	4	5	3	3	3	5	4	4	3	4	4	4	4	2	3	5	5	4	3
TOTAL NOT LIKELY (0-3)	61	63	59	68	67	60	46	61	57	56	59	61	59	65	65	62	56	64	58
4	4	4	4	2	4	5	5	4	3	5	4	3	4	3	3	4	5	4	4
5	6	5	6	4	4	9	7	6	8	5	5	7	6	7	6	5	7	5	6
6	5	6	4	4	6	2	8	6	4	7	6	5	5	3	4	6	5	4	5
7	4	4	4	4	3	4	6	5	2	6	5	4	4	4	2	3	4	4	6
8	3	2	4	0	2	4	5	4	4	2	3	3	3	4	3	3	3	1	3
9	3	2	3	1	1	3	6	3	4	4	3	3	3	3	2	2	3	3	3
10 - Extremely likely	6	7	6	0	3	8	12	5	8	7	6	7	6	5	7	4	7	7	7
TOTAL LIKELY (7-10)	16	15	17	5	9	19	29	17	18	19	17	17	16	16	14	12	17	15	19
Don't know	4	2	6	5	6	2	3	3	7	5	4	5	5	2	2	4	5	2	5
Refused	4	4	4	12	4	2	2	3	4	3	5	3	4	4	6	6	4	5	3

YouGov / Best for Britain Randomised Control Trial (RCT) Results



Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Westminster VI					Vote in 2024 GE					Labour Defectors				2016 EU Ref		
		Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab 24 to Green WVI	Lab 24 to DK / WNV	Lab 24 to Green / LD / SNP / PC	Lab 24 to Ref UK / Con	Remain	Leave
Weighted Sample		10324	1388	1308	977	1830	1546	1859	2654	950	1116	631	573	465	854	257	3624	3686
Unweighted Sample		10324	1222	1890	987	1640	1645	1504	4146	793	934	541	873	710	1320	388	4397	3503
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour	0 - Not at all likely	43	68	1	25	89	19	73	13	28	88	29	10	25	13	51	23	69
	1	3	7	0	2	3	3	5	1	1	3	5	2	1	2	5	3	3
	2	5	4	0	9	3	8	6	4	10	1	7	5	5	5	14	6	4
	3	5	7	1	5	1	8	4	4	9	3	5	8	4	6	4	4	4
	TOTAL NOT LIKELY (0-3)	56	86	2	41	96	38	88	22	48	95	46	25	35	26	74	36	80
	4	3	3	1	4	0	5	2	2	3	0	7	5	1	4	1	4	2
	5	7	5	1	13	1	15	2	10	5	1	12	18	16	17	12	8	3
	6	5	1	3	8	1	14	0	7	7	1	10	12	10	11	5	6	1
	7	6	3	13	11	0	9	2	12	9	0	6	13	16	12	4	7	3
	8	5	1	16	8	0	9	0	12	5	0	6	12	3	12	3	9	2
	9	2	1	11	1	0	3	0	5	4	0	3	3	2	2	2	5	1
	10 - Extremely likely	9	0	48	11	0	5	0	26	12	0	2	9	3	12	0	17	3
	TOTAL LIKELY (7-10)	22	5	88	31	0	26	2	55	30	0	17	37	24	38	9	38	9
	Don't know	4	0	2	2	0	2	1	1	5	0	4	2	4	2	0	4	3
	Refused	4	1	1	1	1	1	3	3	1	2	3	1	8	1	0	2	2
Liberal Democrats	0 - Not at all likely	40	38	26	1	79	28	54	26	4	76	36	20	22	17	51	26	57
	1	5	8	7	0	4	7	5	4	1	6	5	2	2	2	5	4	5
	2	6	10	6	1	4	8	7	7	3	2	8	9	6	7	9	6	5
	3	5	8	9	1	3	8	6	9	1	2	7	12	6	9	8	6	5
	TOTAL NOT LIKELY (0-3)	56	64	48	3	90	51	72	46	9	86	56	43	36	35	73	42	72
	4	6	7	8	2	2	10	4	9	2	3	9	13	11	11	1	7	3
	5	10	13	17	9	3	16	8	16	16	4	8	17	19	15	15	15	7
	6	6	7	11	8	1	6	5	9	8	1	6	8	11	8	7	9	3
	7	5	3	7	17	1	6	3	8	19	1	5	10	6	10	3	9	3
	8	4	1	3	21	1	4	2	4	14	1	2	4	1	6	2	5	3
	9	1	0	0	10	0	1	1	1	9	0	0	0	0	1	0	2	2
	10 - Extremely likely	3	0	1	26	0	1	0	3	15	1	2	0	1	7	0	4	1
	TOTAL LIKELY (7-10)	13	4	11	74	2	12	6	16	57	3	9	14	8	24	5	20	9
	Don't know	6	4	2	2	1	3	2	3	6	2	10	4	8	3	1	5	5
	Refused	4	1	2	2	1	1	3	4	2	1	3	2	7	2	0	3	2

Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Gender			Age				NS-SEC			Social Grade		Country			Region in England			
		Total	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample		10324	4996	5328	1082	4264	2551	2427	3496	2313	3086	6027	3962	8930	496	898	2447	1693	1249	3541
Unweighted Sample		10324	4660	5664	747	4076	2678	2823	4263	2319	2371	6448	3568	8859	555	910	2577	1789	1044	3449
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour	0 - Not at all likely	43	46	41	19	35	53	60	37	45	55	35	56	44	49	36	46	43	30	48
	1	3	2	3	3	2	3	5	3	2	4	3	3	3	2	2	4	3	3	2
	2	5	6	4	4	7	2	4	5	5	5	6	4	5	1	3	6	4	5	6
	3	5	5	5	10	4	4	5	4	2	7	5	4	5	3	5	4	4	7	5
	TOTAL NOT LIKELY (0-3)	56	59	53	36	48	62	74	49	54	71	49	67	57	55	46	60	54	45	61
	4	3	3	3	4	3	2	2	3	3	2	3	3	3	4	6	2	2	1	4
	5	7	6	8	8	9	6	3	7	7	6	7	6	6	9	12	5	9	7	4
	6	5	4	6	15	4	4	2	5	4	4	6	4	5	3	5	6	6	5	4
	7	6	6	6	10	7	5	4	8	5	3	7	4	6	7	6	4	6	7	6
	8	5	5	5	5	7	4	2	8	5	1	6	3	5	5	6	4	5	9	4
	9	2	3	2	1	3	2	2	4	3	1	3	1	2	5	1	2	1	4	2
	10 - Extremely likely	9	10	8	4	8	11	8	12	8	6	10	6	9	6	8	9	9	14	7
	TOTAL LIKELY (7-10)	22	24	21	20	25	22	16	32	21	11	26	14	22	23	21	19	21	34	19
	Don't know	4	2	6	4	6	2	3	2	8	4	4	4	4	2	2	3	4	3	5
	Refused	4	4	4	13	5	2	1	3	4	3	5	3	4	3	7	5	4	5	3
Liberal Democrats	0 - Not at all likely	40	43	36	19	34	50	48	32	43	49	32	49	39	50	38	44	37	39	37
	1	5	5	5	7	3	5	5	4	4	6	5	4	5	2	5	6	6	6	3
	2	6	8	4	7	6	4	6	6	4	6	7	5	6	5	9	6	7	6	5
	3	5	5	5	4	6	5	5	8	4	3	6	4	5	9	5	5	6	8	3
	TOTAL NOT LIKELY (0-3)	56	61	50	37	49	64	64	50	55	64	50	62	55	66	57	61	56	59	48
	4	6	5	6	10	6	5	4	6	5	6	5	6	6	3	3	8	5	3	6
	5	10	10	11	11	11	8	9	13	12	7	13	7	10	8	11	8	13	10	11
	6	6	6	6	10	7	5	4	7	5	4	7	4	5	7	8	5	4	5	6
	7	5	5	5	3	6	5	4	8	4	4	7	2	5	3	4	3	4	6	7
	8	4	4	4	4	4	3	4	5	3	3	4	4	4	2	4	2	3	6	4
	9	1	1	2	1	1	1	3	2	1	1	1	2	1	0	1	1	0	1	3
	10 - Extremely likely	3	2	4	5	3	2	2	3	2	3	3	3	3	2	3	2	1	1	5
	TOTAL LIKELY (7-10)	13	12	15	13	14	11	13	18	10	11	15	11	13	7	12	8	8	14	19
	Don't know	6	3	8	6	8	3	4	4	9	6	5	7	6	5	2	5	8	4	6
	Refused	4	4	4	12	4	3	2	3	4	3	5	3	4	4	6	6	4	5	3

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		Westminster VI					Vote in 2024 GE					Labour Defectors				2016 EU Ref		
		Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab 24 to Green WVI	Lab 24 to DK / WNV	Lab 24 to Green / LD / SNP / PC	Lab 24 to Ref UK / Con	Remain	Leave
Weighted Sample		10324	1388	1308	977	1830	1546	1859	2654	950	1116	631	573	465	854	257	3624	3686
Unweighted Sample		10324	1222	1890	987	1640	1645	1504	4146	793	934	541	873	710	1320	388	4397	3503
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reform UK																		
0 - Not at all likely		56	48	88	73	1	94	33	77	75	7	79	93	59	88	27	76	30
1		2	3	0	3	0	2	1	1	4	1	5	2	3	2	3	1	1
2		2	2	1	4	0	1	3	1	4	0	2	1	2	2	0	2	2
3		2	8	2	1	1	0	4	2	0	2	2	0	2	1	4	2	3
TOTAL NOT LIKELY (0-3)		62	61	91	81	2	97	41	81	83	10	88	96	66	93	34	81	36
4		1	2	2	1	0	0	1	2	1	2	1	0	6	1	0	2	2
5		4	9	2	2	4	0	7	3	1	4	2	0	7	0	5	2	5
6		3	10	1	2	3	0	7	2	2	5	0	1	5	1	4	1	5
7		3	6	0	3	4	0	7	2	2	3	0	1	1	1	8	1	5
8		4	6	1	1	14	0	7	2	1	11	0	1	1	0	14	2	8
9		3	2	0	0	12	0	6	1	2	7	0	0	0	0	6	2	5
10 - Extremely likely		12	2	0	1	61	0	18	3	3	57	1	0	0	1	28	2	27
TOTAL LIKELY (7-10)		22	16	1	5	91	0	38	8	8	78	1	2	2	2	56	7	45
Don't know		5	2	1	5	0	1	4	2	4	2	5	1	5	1	1	3	5
Refused		4	1	2	3	0	1	3	3	2	0	3	1	7	2	0	3	1
Green Party																		
0 - Not at all likely		45	73	29	31	86	0	73	26	30	85	4	0	33	9	63	29	66
1		3	6	5	2	5	0	4	4	2	4	0	0	2	1	7	3	5
2		4	5	9	4	1	0	4	6	1	2	1	0	8	1	5	4	4
3		4	4	6	6	2	0	4	5	8	4	0	1	6	2	8	5	4
TOTAL NOT LIKELY (0-3)		56	88	49	43	94	0	85	41	41	95	5	1	49	13	83	41	79
4		3	2	5	7	1	0	2	5	6	1	3	0	6	2	2	5	2
5		7	6	12	17	1	2	4	10	14	1	3	2	14	6	6	10	4
6		4	1	13	4	1	3	1	8	5	1	7	5	6	5	2	6	2
7		5	0	7	11	1	12	1	7	12	0	11	12	6	10	4	8	2
8		5	0	5	8	0	17	1	7	7	0	8	14	4	13	2	6	2
9		3	0	3	1	0	15	0	6	3	0	11	21	0	15	0	4	1
10 - Extremely likely		8	0	1	1	0	49	2	11	5	0	42	43	0	31	0	13	1
TOTAL LIKELY (7-10)		21	0	16	21	1	93	4	31	27	0	72	90	10	69	6	31	6
Don't know		5	1	3	4	1	1	2	3	5	0	8	1	7	2	1	5	5
Refused		4	1	2	3	1	0	3	4	2	2	1	1	7	2	2	3	2

Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Gender			Age				NS-SEC			Social Grade		Country			Region in England			
		Total	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample		10324	4996	5328	1082	4264	2551	2427	3496	2313	3086	6027	3962	8930	496	898	2447	1693	1249	3541
Unweighted Sample		10324	4660	5664	747	4076	2678	2823	4263	2319	2371	6448	3568	8859	555	910	2577	1789	1044	3449
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reform UK																				
0 - Not at all likely		56	53	59	69	61	50	46	63	52	45	62	47	55	55	67	53	53	69	51
1		2	2	2	3	2	2	2	1	3	2	2	2	2	2	2	1	3	2	2
2		2	2	2	4	2	2	3	3	2	3	2	2	2	1	2	1	2	2	3
3		2	2	2	0	1	3	2	2	2	2	2	1	2	3	1	3	2	1	1
TOTAL NOT LIKELY (0-3)		62	59	65	76	66	57	53	69	59	52	68	52	61	61	72	58	60	74	57
4		1	2	1	1	2	1	2	1	1	2	1	3	2	1	0	1	2	1	2
5		4	5	3	3	5	3	5	4	2	5	3	6	4	3	6	5	3	4	3
6		3	4	2	3	2	5	3	3	3	4	3	2	3	0	3	3	4	0	4
7		3	4	2	0	3	3	2	3	3	3	3	2	3	1	2	3	3	1	4
8		4	4	4	0	3	5	6	4	5	4	3	5	5	4	1	5	4	1	6
9		3	3	3	0	1	4	4	2	2	4	2	3	3	2	1	2	4	3	3
10 - Extremely likely		12	15	9	2	8	17	18	9	13	19	8	18	12	18	6	13	12	8	13
TOTAL LIKELY (7-10)		22	26	18	2	15	29	30	18	23	30	16	28	23	25	10	23	23	13	26
Don't know		5	3	6	4	6	2	5	2	9	5	3	7	5	6	3	4	5	2	6
Refused		4	4	4	12	4	3	2	3	3	3	5	3	4	4	6	5	4	5	3
Green Party																				
0 - Not at all likely		45	51	39	18	35	54	64	40	46	56	38	55	44	47	49	45	44	37	47
1		3	4	3	0	3	4	6	3	4	5	4	3	4	1	2	5	3	3	4
2		4	4	4	3	3	5	5	4	3	4	3	5	3	6	7	4	3	4	3
3		4	5	4	4	5	5	3	5	4	4	5	4	4	2	6	3	7	6	4
TOTAL NOT LIKELY (0-3)		56	64	50	25	46	68	78	52	57	69	50	67	55	56	64	57	57	50	58
4		3	3	4	1	4	4	2	4	2	2	4	1	3	6	4	3	3	2	3
5		7	6	7	6	7	7	5	9	5	5	8	4	7	6	5	5	6	3	9
6		4	3	5	7	5	3	2	6	4	2	5	3	4	4	3	5	4	4	4
7		5	6	4	11	6	3	3	6	5	2	6	4	5	3	6	3	7	9	4
8		5	4	5	8	6	3	1	5	3	3	5	4	4	6	5	5	4	8	3
9		3	2	3	7	3	1	1	3	3	2	3	2	3	3	1	3	2	5	2
10 - Extremely likely		8	7	10	19	10	5	2	8	7	5	10	5	9	4	4	11	10	11	6
TOTAL LIKELY (7-10)		21	19	22	45	25	12	7	22	18	12	24	15	21	16	16	22	23	33	15
Don't know		5	2	8	4	7	2	4	3	9	5	4	6	5	7	2	4	4	3	7
Refused		4	4	4	12	4	3	2	3	4	3	5	3	4	5	5	6	4	6	3

YouGov / Best for Britain Randomised Control Trial (RCT) Results



Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Westminster VI					Vote in 2024 GE					Labour Defectors				2016 EU Ref		
		Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab 24 to Green WVI	Lab 24 to DK / WNV	Lab 24 to Green / LD / SNP / PC	Lab 24 to Ref UK / Con	Remain	Leave
Weighted Sample		10324	1388	1308	977	1830	1546	1859	2654	950	1116	631	573	465	854	257	3624	3686
	Unweighted Sample	10324	1222	1890	987	1640	1645	1504	4146	793	934	541	873	710	1320	388	4397	3503
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
LABOUR GOVERNMENT POSITION		1719	254	201	163	290	257	323	431	170	201	94	92	84	140	42	618	610
Unweighted Sample		1732	211	291	174	271	267	260	677	147	169	83	132	132	212	64	726	602
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please imagine that there is a general election happening tomorrow. All parties are standing in your constituency, looking to secure your vote.

Labour are seeking a second term in office, during which they have pledged to have a closer relationship with the EU, but without joining the Customs Union, the Single Market, or the EU itself.

How likely, if at all, are you to vote for the following parties at the next general election in this scenario?

Conservatives

0 - Not at all likely	44	0	65	47	37	72	7	62	47	40	72	74	53	71	37	52	37
1	5	0	8	7	5	11	1	7	10	4	8	11	8	8	0	6	3
2	5	0	10	8	4	5	1	6	7	5	4	2	6	5	5	6	3
3	4	1	4	9	6	4	2	5	8	6	4	6	5	6	5	4	3
TOTAL NOT LIKELY (0-3)	58	1	87	71	52	92	11	80	72	55	88	93	72	90	47	68	46
4	4	2	3	8	7	4	1	3	9	7	2	5	4	4	5	4	3
5	6	3	5	7	10	2	6	5	9	10	3	1	8	3	13	4	8
6	3	2	1	8	7	0	5	2	1	7	0	0	2	2	7	3	5
7	5	12	1	1	10	0	14	1	2	6	2	0	0	0	8	3	8
8	5	20	0	2	6	0	18	1	1	3	0	0	1	0	9	4	8
9	4	20	0	1	3	0	13	0	2	2	3	0	1	0	4	2	6
10 - Extremely likely	6	38	0	1	0	0	27	0	1	3	0	0	0	0	4	5	11
TOTAL LIKELY (7-10)	20	90	1	5	19	0	72	2	6	14	5	0	2	0	25	14	33
Don't know	4	1	1	0	3	0	2	2	2	3	1	0	10	0	4	2	3
Refused	4	0	3	1	1	1	3	3	1	3	3	1	1	1	0	4	1

Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Gender		Age				NS-SEC			Social Grade		Country			Region in England				
		Total	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample		10324	4996	5328	1082	4264	2551	2427	3496	2313	3086	6027	3962	8930	496	898	2447	1693	1249	3541
Unweighted Sample		10324	4660	5664	747	4076	2678	2823	4263	2319	2371	6448	3568	8859	555	910	2577	1789	1044	3449
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
LABOUR GOVERNMENT POSITION		1719	820	899	162	704	431	423	571	418	497	1008	655	1504	80	135	406	311	207	580
Unweighted Sample		1732	787	945	122	666	455	489	707	416	385	1103	569	1514	84	134	443	336	163	572
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please imagine that there is a general election happening tomorrow. All parties are standing in your constituency, looking to secure your vote.

Labour are seeking a second term in office, during which they have pledged to have a closer relationship with the EU, but without joining the Customs Union, the Single Market, or the EU itself.

How likely, if at all, are you to vote for the following parties at the next general election in this scenario?

Conservatives

0 - Not at all likely	44	45	43	44	45	49	37	43	45	46	43	46	42	50	62	47	36	40	43
1	5	6	5	8	8	3	2	6	4	4	7	3	5	4	6	8	3	8	4
2	5	6	4	10	6	4	3	5	5	4	6	4	5	6	4	5	6	6	5
3	4	5	3	8	4	4	3	4	3	5	5	4	5	2	1	3	4	9	4
TOTAL NOT LIKELY (0-3)	58	62	55	70	63	60	45	58	57	59	61	57	57	62	73	63	49	63	56
4	4	5	4	7	5	3	3	5	3	5	4	5	5	4	1	3	8	1	5
5	6	5	7	6	5	5	8	6	7	5	5	7	6	3	6	7	7	5	6
6	3	4	3	2	2	4	5	5	4	2	4	2	3	3	5	3	5	5	2
7	5	3	6	3	4	5	8	5	7	5	5	6	5	4	4	5	4	2	7
8	5	6	4	0	2	7	8	5	7	4	5	4	5	4	0	4	7	5	5
9	4	4	4	1	4	2	5	5	3	4	4	4	4	2	3	2	4	6	5
10 - Extremely likely	6	6	6	0	1	9	13	6	7	6	5	7	6	0	2	6	7	4	7
TOTAL LIKELY (7-10)	20	19	20	4	11	23	34	21	24	19	19	21	20	10	9	17	22	17	24
Don't know	4	2	6	6	6	3	2	3	3	5	3	5	4	7	1	3	6	4	5
Refused	4	3	5	7	6	2	2	3	3	5	4	4	4	12	4	5	4	5	2

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Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Westminster VI					Vote in 2024 GE					Labour Defectors				2016 EU Ref		
		Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab 24 to Green WVI	Lab 24 to DK / WNV	Lab 24 to Green / LD / SNP / PC	Lab 24 to Ref UK / Con	Remain	Leave
Weighted Sample		10324	1388	1308	977	1830	1546	1859	2654	950	1116	631	573	465	854	257	3624	3686
Unweighted Sample		10324	1222	1890	987	1640	1645	1504	4146	793	934	541	873	710	1320	388	4397	3503
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour	0 - Not at all likely	44	68	1	26	83	27	71	14	30	79	36	16	22	15	50	30	70
	1	4	7	0	3	3	7	5	2	5	6	7	3	3	2	6	4	4
	2	3	5	0	5	3	6	5	2	5	2	5	5	1	4	6	3	2
	3	5	6	2	5	3	9	4	6	7	3	8	10	8	9	7	5	4
	TOTAL NOT LIKELY (0-3)	56	86	3	39	92	49	85	24	47	90	56	34	34	30	69	42	80
	4	5	2	1	12	2	10	3	5	5	2	7	10	2	10	7	4	3
	5	6	3	2	14	1	11	2	8	11	1	8	14	12	14	6	8	2
	6	7	5	5	14	2	11	2	9	11	2	10	13	10	14	8	8	3
	7	7	2	13	11	1	12	2	13	12	0	7	21	12	19	1	10	2
	8	5	1	21	6	0	5	1	13	6	0	4	6	8	7	5	9	2
	9	2	0	11	2	0	1	0	6	2	0	1	1	5	2	1	4	1
	10 - Extremely likely	5	0	41	1	0	1	1	15	3	0	0	1	0	1	1	9	3
	TOTAL LIKELY (7-10)	19	3	86	20	1	19	4	47	23	0	12	29	25	29	8	32	8
	Don't know	4	0	2	0	1	1	1	3	1	1	4	0	15	1	2	2	2
	Refused	4	1	1	1	1	0	4	2	1	3	3	0	1	1	0	3	1
Liberal Democrats	0 - Not at all likely	38	48	25	0	68	27	48	27	3	70	37	25	27	19	64	26	57
	1	5	8	4	0	5	6	7	4	2	2	8	2	4	1	9	4	4
	2	6	8	6	0	9	5	9	6	2	8	6	7	9	5	4	8	5
	3	6	6	8	1	5	10	5	7	2	3	7	10	9	8	3	6	4
	TOTAL NOT LIKELY (0-3)	55	70	43	1	87	48	69	44	9	83	58	44	49	33	80	44	70
	4	4	7	8	1	1	8	4	6	3	2	6	10	3	7	3	5	3
	5	10	7	20	7	3	15	10	16	9	3	6	18	15	15	3	13	8
	6	7	6	10	8	2	9	5	8	15	2	11	7	5	8	7	8	5
	7	6	4	9	15	2	10	4	10	13	1	7	11	8	14	0	9	4
	8	5	5	4	22	1	6	1	5	19	1	4	6	5	10	4	7	2
	9	2	0	1	13	0	0	0	2	5	0	2	0	0	4	0	2	1
	10 - Extremely likely	3	0	0	29	0	1	1	2	21	1	1	1	0	6	0	6	2
	TOTAL LIKELY (7-10)	16	9	14	79	3	17	6	19	58	3	14	18	13	34	4	24	9
	Don't know	5	0	2	3	3	2	1	4	5	3	1	3	15	3	2	3	3
	Refused	4	1	3	1	1	1	3	3	1	3	3	0	1	0	1	4	1

Sample Size: 10324 adults in GB (18+)
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		Gender		Age				NS-SEC			Social Grade		Country			Region in England				
		Total	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample		10324	4996	5328	1082	4264	2551	2427	3496	2313	3086	6027	3962	8930	496	898	2447	1693	1249	3541
Unweighted Sample		10324	4660	5664	747	4076	2678	2823	4263	2319	2371	6448	3568	8859	555	910	2577	1789	1044	3449
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour	0 - Not at all likely	44	42	45	19	31	54	66	34	48	56	37	53	45	39	40	46	43	31	50
	1	4	6	3	7	4	4	3	5	4	3	4	4	4	5	6	3	4	2	5
	2	3	3	3	4	4	3	2	4	3	3	4	2	3	5	3	1	3	5	3
	3	5	5	5	7	7	4	3	7	5	3	6	4	5	5	6	4	7	5	4
	TOTAL NOT LIKELY (0-3)	56	56	56	37	46	65	74	50	60	65	51	63	57	54	55	54	57	43	62
	4	5	5	5	10	6	3	3	6	4	2	6	3	5	5	6	5	6	5	4
	5	6	5	6	8	7	5	4	6	6	5	7	5	6	4	10	7	6	5	4
	6	7	7	6	13	9	5	2	7	6	6	8	5	7	6	7	6	3	12	8
	7	7	8	6	10	9	5	3	8	6	5	7	5	7	3	3	5	8	12	6
	8	5	5	4	4	6	5	2	7	5	2	6	4	5	5	6	5	4	5	4
9	2	2	2	2	1	3	2	3	2	1	2	1	2	1	2	3	2	2	2	
10 - Extremely likely	5	6	4	3	5	6	6	8	4	3	6	4	5	4	6	6	6	7	4	
TOTAL LIKELY (7-10)	19	21	16	19	21	19	13	26	17	11	21	14	19	13	17	19	20	26	16	
Don't know	4	2	6	7	6	3	1	2	4	5	3	6	4	8	1	4	4	4	4	4
Refused	4	3	5	7	6	2	2	3	3	5	4	4	4	12	4	5	3	5	2	2
Liberal Democrats	0 - Not at all likely	38	41	35	20	30	46	50	30	43	47	32	46	37	41	42	42	38	32	36
	1	5	5	5	6	5	5	3	5	4	4	5	5	5	3	4	5	7	5	3
	2	6	6	6	4	6	8	5	7	5	6	7	5	6	3	7	7	9	6	4
	3	6	5	6	6	8	3	5	7	6	4	6	5	6	5	5	6	6	5	6
	TOTAL NOT LIKELY (0-3)	55	57	52	36	49	62	63	49	58	61	50	61	54	52	58	60	60	48	49
	4	4	4	5	8	3	4	4	4	4	3	5	3	4	2	5	5	4	3	5
	5	10	10	10	8	9	10	10	10	9	9	10	9	10	7	9	9	9	10	11
	6	7	7	6	12	8	4	5	9	5	4	7	5	6	10	6	5	6	6	8
	7	6	6	6	9	6	5	5	6	7	5	7	4	6	3	5	5	7	9	6
	8	5	6	5	9	7	2	3	7	4	4	6	4	5	3	6	3	3	9	6
9	2	2	2	4	1	1	2	2	2	1	2	1	2	3	1	2	0	3	2	
10 - Extremely likely	3	3	3	1	3	3	4	6	2	1	4	1	3	0	2	2	1	3	6	6
TOTAL LIKELY (7-10)	16	17	16	23	17	11	14	21	15	11	19	10	16	9	14	12	11	24	20	20
Don't know	5	3	7	6	7	4	3	4	5	6	4	8	5	8	4	4	6	4	5	5
Refused	4	3	5	7	6	2	2	3	3	5	5	4	4	12	4	6	4	5	3	3

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			Westminster VI					Vote in 2024 GE					Labour Defectors				2016 EU Ref	
		Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab 24 to Green WVI	Lab 24 to DK / WNV	Lab 24 to Green / LD / SNP / PC	Lab 24 to Ref UK / Con	Remain	Leave
Weighted Sample		10324	1388	1308	977	1830	1546	1859	2654	950	1116	631	573	465	854	257	3624	3686
Unweighted Sample		10324	1222	1890	987	1640	1645	1504	4146	793	934	541	873	710	1320	388	4397	3503
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reform UK																		
	0 - Not at all likely	57	47	85	82	2	95	38	77	81	7	89	98	68	93	23	78	35
	1	2	4	3	3	1	1	2	2	2	1	4	0	5	1	0	1	3
	2	2	4	2	4	0	1	3	1	2	2	0	1	0	1	1	2	2
	3	2	6	2	2	0	0	4	2	4	1	0	0	4	0	0	2	2
	TOTAL NOT LIKELY (0-3)	63	61	92	91	3	97	47	82	89	11	93	99	77	95	24	83	42
	4	2	5	0	3	1	1	5	2	1	2	0	1	4	2	0	1	3
	5	5	9	1	2	3	1	9	2	1	8	2	0	7	1	2	2	8
	6	3	8	0	2	3	0	7	1	2	5	0	0	0	0	8	2	5
	7	3	8	0	2	8	0	4	2	3	6	0	0	2	1	11	1	5
	8	3	3	1	0	9	0	4	1	0	9	0	0	0	0	8	2	5
	9	3	3	1	0	12	0	6	1	1	5	1	0	0	0	8	1	6
	10 - Extremely likely	11	1	1	0	59	0	12	4	2	49	1	0	0	0	36	3	22
	TOTAL LIKELY (7-10)	20	15	3	2	88	0	26	8	6	69	2	0	2	1	63	7	38
	Don't know	4	1	0	0	3	0	2	2	1	4	0	0	10	0	3	2	3
	Refused	4	1	3	1	0	1	4	3	1	3	3	0	1	1	0	4	1
Green Party																		
	0 - Not at all likely	43	72	28	31	78	0	70	26	26	81	9	0	29	9	79	30	69
	1	3	3	3	5	4	0	4	2	5	1	0	0	2	1	1	3	2
	2	3	3	9	7	3	0	4	5	6	3	1	0	3	2	3	5	3
	3	5	5	11	7	5	1	6	6	6	4	0	0	8	3	1	7	4
	TOTAL NOT LIKELY (0-3)	54	83	51	50	90	1	84	39	43	89	10	0	42	15	84	45	78
	4	3	3	6	6	2	1	3	3	6	1	2	0	5	1	2	4	2
	5	7	3	13	14	3	3	3	11	7	2	7	3	13	8	3	10	5
	6	4	2	8	10	1	4	3	7	9	0	6	2	7	6	3	5	3
	7	5	3	10	6	0	8	1	9	7	1	9	14	7	12	1	7	2
	8	5	3	4	7	1	17	1	8	9	1	7	21	2	16	1	8	1
	9	2	1	2	1	0	10	0	4	2	0	12	8	3	6	2	3	1
	10 - Extremely likely	9	0	2	4	0	55	1	12	11	0	45	52	2	35	0	12	3
	TOTAL LIKELY (7-10)	21	7	18	18	1	90	3	33	29	2	73	95	14	69	4	30	7
	Don't know	5	0	2	2	2	0	2	5	5	3	1	0	18	1	2	4	3
	Refused	4	0	3	1	1	0	3	3	1	3	2	0	1	1	0	4	1

Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Gender			Age				NS-SEC			Social Grade		Country			Region in England			
		Total	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample		10324	4996	5328	1082	4264	2551	2427	3496	2313	3086	6027	3962	8930	496	898	2447	1693	1249	3541
Unweighted Sample		10324	4660	5664	747	4076	2678	2823	4263	2319	2371	6448	3568	8859	555	910	2577	1789	1044	3449
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reform UK	0 - Not at all likely	57	57	57	70	60	55	47	65	52	49	63	48	56	49	73	55	50	63	57
	1	2	2	3	6	3	1	2	3	2	2	2	3	3	4	0	3	3	2	2
	2	2	1	2	3	1	1	3	2	2	2	2	1	2	6	0	2	2	1	2
	3	2	2	2	2	3	2	1	1	4	1	2	3	2	0	2	2	4	2	2
	TOTAL NOT LIKELY (0-3)	63	62	64	81	67	59	53	71	60	54	69	55	63	59	75	62	59	68	63
	4	2	2	2	0	1	3	3	2	2	2	2	2	2	2	2	2	3	2	1
	5	5	5	4	2	4	4	6	3	6	6	4	6	5	1	2	4	6	2	6
	6	3	3	3	1	3	3	3	3	3	2	3	3	3	0	2	3	2	2	4
	7	3	4	3	2	3	4	4	3	2	4	2	4	3	3	3	3	3	5	3
	8	3	3	3	1	2	4	3	2	3	4	2	3	3	2	3	2	5	2	2
	9	3	3	2	0	2	3	4	3	3	3	3	3	3	4	0	2	2	3	3
	10 - Extremely likely	11	13	9	0	6	14	20	8	14	14	9	13	11	9	7	13	11	8	10
	TOTAL LIKELY (7-10)	20	23	17	3	13	25	31	16	22	25	16	23	20	18	13	20	21	18	18
	Don't know	4	2	5	5	5	4	2	2	3	6	2	7	4	8	1	3	6	3	4
Refused	4	3	5	8	6	2	2	3	3	5	4	4	4	12	5	5	3	5	2	
Green Party	0 - Not at all likely	43	49	39	16	31	52	67	40	48	50	39	49	43	45	47	45	44	29	46
	1	3	2	4	2	3	4	2	2	4	2	3	2	3	2	2	6	2	1	3
	2	3	4	3	0	4	4	3	6	3	2	4	2	4	0	3	4	4	3	3
	3	5	6	5	6	6	6	4	5	5	6	5	6	5	3	6	4	5	9	5
	TOTAL NOT LIKELY (0-3)	54	61	51	24	44	66	76	53	60	60	51	59	55	50	58	59	55	42	57
	4	3	3	3	4	2	3	4	2	3	3	3	3	3	2	5	3	4	2	3
	5	7	5	8	3	8	7	6	8	7	5	7	6	7	3	9	5	8	7	7
	6	4	4	4	8	5	3	3	5	3	4	5	3	4	6	5	3	4	2	5
	7	5	6	5	9	7	4	2	5	5	5	7	3	5	5	4	5	5	9	4
	8	5	6	4	5	8	4	1	6	5	5	6	4	5	5	4	4	3	10	5
	9	2	2	2	4	3	2	1	3	2	1	3	1	2	4	0	2	2	3	2
	10 - Extremely likely	9	9	10	29	10	6	4	11	6	7	10	8	10	6	8	11	8	14	8
	TOTAL LIKELY (7-10)	21	23	21	47	28	16	8	25	18	18	26	16	22	20	16	22	18	36	19
	Don't know	5	3	7	7	7	4	2	4	6	5	4	7	5	7	2	4	7	5	5
Refused	4	3	5	7	6	2	2	3	3	5	4	4	4	12	4	6	4	5	2	

Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Westminster VI					Vote in 2024 GE					Labour Defectors				2016 EU Ref		
		Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab 24 to Green WVI	Lab 24 to DK / WNV	Lab 24 to Green / LD / SNP / PC	Lab 24 to Ref UK / Con	Remain	Leave
Weighted Sample		10324	1388	1308	977	1830	1546	1859	2654	950	1116	631	573	465	854	257	3624	3686
	Unweighted Sample	10324	1222	1890	987	1640	1645	1504	4146	793	934	541	873	710	1320	388	4397	3503
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
LOOSEN TIES		1772	236	217	157	321	250	314	427	142	215	96	85	73	135	33	615	631
	Unweighted Sample	1715	202	317	158	282	253	257	661	121	170	79	129	109	206	49	721	588
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please imagine that there is a general election happening tomorrow. All parties are standing in your constituency, looking to secure your vote.
Labour are seeking a second term in office, during which they have pledged to loosen ties with the EU, moving the UK further apart from the EU.
How likely, if at all, are you to vote for the following parties at the next general election in this scenario?

Conservatives

0 - Not at all likely	44	0	65	48	36	73	8	64	39	37	67	83	55	76	45	52	33
1	5	0	6	11	5	5	2	5	8	7	5	5	5	4	4	6	4
2	6	1	6	5	7	7	2	7	11	8	6	5	7	6	4	6	5
3	4	1	5	7	5	6	1	4	5	6	6	2	5	4	5	5	5
TOTAL NOT LIKELY (0-3)	59	2	82	71	53	91	13	80	63	58	84	95	72	90	58	69	47
4	3	1	5	3	5	1	1	3	5	5	2	1	4	2	4	2	3
5	8	2	5	10	17	4	13	5	7	15	5	1	7	2	7	6	11
6	5	7	3	8	8	1	8	2	12	7	4	0	2	2	1	4	6
7	4	10	2	2	7	1	10	2	3	6	0	0	1	1	6	4	6
8	4	17	0	4	5	0	15	1	2	4	1	0	0	0	8	3	7
9	2	13	0	0	1	0	8	1	1	3	0	1	1	1	2	2	4
10 - Extremely likely	7	47	1	1	1	0	29	1	2	2	1	0	0	0	9	4	12
TOTAL LIKELY (7-10)	17	87	3	7	14	1	62	5	8	15	2	1	2	2	25	13	29
Don't know	3	0	1	1	1	1	1	2	2	0	1	1	8	1	0	3	1
Refused	4	1	1	1	1	1	1	4	2	1	1	1	3	1	4	3	1

Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Gender		Age				NS-SEC			Social Grade		Country			Region in England			
	Total	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10324	4996	5328	1082	4264	2551	2427	3496	2313	3086	6027	3962	8930	496	898	2447	1693	1249	3541
Unweighted Sample	10324	4660	5664	747	4076	2678	2823	4263	2319	2371	6448	3568	8859	555	910	2577	1789	1044	3449
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
LOOSEN TIES	1772	851	921	187	748	437	401	605	367	547	1016	698	1535	81	156	425	277	208	624
Unweighted Sample	1715	766	949	124	678	460	453	719	352	407	1045	618	1479	84	152	430	283	173	593
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please imagine that there is a general election happening tomorrow. All parties are standing in your constituency, looking to secure your vote.
Labour are seeking a second term in office, during which they have pledged to loosen ties with the EU, moving the UK further apart from the EU.
How likely, if at all, are you to vote for the following parties at the next general election in this scenario?

Conservatives

0 - Not at all likely	44	46	43	47	50	43	34	40	41	48	40	51	42	59	59	50	39	40	39
1	5	6	4	7	4	5	4	4	4	5	5	5	5	4	4	3	7	5	5
2	6	7	4	4	7	7	3	7	4	5	7	3	6	5	6	6	7	7	4
3	4	4	5	4	6	3	4	5	4	4	5	4	5	6	3	5	7	2	4
TOTAL NOT LIKELY (0-3)	59	63	56	62	67	58	45	56	53	62	57	63	58	74	72	64	60	54	52
4	3	3	3	3	3	3	4	3	4	3	3	3	3	3	1	2	4	5	3
5	8	9	7	9	7	8	9	11	8	7	8	9	8	7	7	6	13	10	8
6	5	5	5	9	4	5	7	5	7	5	6	5	6	1	1	4	6	5	7
7	4	3	5	1	2	6	5	4	6	2	5	2	4	3	1	3	3	5	5
8	4	4	5	1	3	5	7	4	4	5	4	4	5	1	2	6	3	3	5
9	2	3	2	1	2	3	3	3	2	2	2	2	2	0	3	3	2	1	2
10 - Extremely likely	7	5	8	2	4	6	16	7	9	7	7	6	7	4	4	4	6	7	10
TOTAL LIKELY (7-10)	17	15	20	5	11	20	31	18	21	16	18	14	18	8	10	16	14	16	22
Don't know	3	1	5	4	4	2	3	3	3	4	3	4	3	6	3	3	3	1	4
Refused	4	3	5	9	5	2	1	3	4	3	5	3	4	2	4	5	1	8	4

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Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Westminster VI					Vote in 2024 GE					Labour Defectors				2016 EU Ref		
		Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab 24 to Green WVI	Lab 24 to DK / WNV	Lab 24 to Green / LD / SNP / PC	Lab 24 to Ref UK / Con	Remain	Leave
Weighted Sample		10324	1388	1308	977	1830	1546	1859	2654	950	1116	631	573	465	854	257	3624	3686
Unweighted Sample		10324	1222	1890	987	1640	1645	1504	4146	793	934	541	873	710	1320	388	4397	3503
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour	0 - Not at all likely	50	70	9	36	84	36	71	22	37	85	50	26	31	28	62	35	68
	1	5	4	2	6	2	8	4	5	2	1	10	4	8	6	9	6	4
	2	6	4	4	8	4	11	4	7	8	5	4	16	6	14	5	7	5
	3	7	11	3	18	2	14	7	7	16	3	9	14	7	13	5	9	6
	TOTAL NOT LIKELY (0-3)	68	89	18	68	92	69	86	41	63	94	73	60	52	61	81	57	83
	4	4	3	4	4	2	8	2	6	7	1	4	10	8	9	2	5	2
	5	6	3	14	9	1	8	4	12	8	0	4	12	7	11	4	9	3
	6	4	0	11	6	2	6	2	9	5	1	11	5	9	5	5	7	3
	7	4	2	13	6	1	5	2	8	5	0	4	8	3	9	1	5	2
	8	2	0	10	4	1	1	1	6	4	0	2	1	4	3	0	4	2
	9	2	0	11	1	0	0	0	4	1	1	0	0	0	1	0	2	1
	10 - Extremely likely	2	0	17	1	0	0	0	8	2	0	0	1	0	1	0	4	2
	TOTAL LIKELY (7-10)	10	2	51	12	2	6	3	26	12	1	6	10	7	14	1	15	7
	Don't know	3	1	1	0	0	1	1	3	3	2	1	1	14	1	0	3	2
	Refused	4	2	1	1	1	1	1	4	1	0	1	1	3	1	6	3	1
Liberal Democrats	0 - Not at all likely	40	55	21	2	73	27	60	23	3	73	33	28	26	20	57	26	61
	1	4	4	2	0	5	7	5	3	1	4	9	3	3	4	4	4	5
	2	5	5	4	0	7	7	5	4	0	4	10	4	4	3	13	4	5
	3	6	9	9	1	5	7	7	7	3	7	7	9	3	8	4	8	5
	TOTAL NOT LIKELY (0-3)	55	73	36	3	90	48	77	37	7	88	59	44	36	35	78	42	76
	4	4	5	9	1	3	5	4	8	1	3	8	11	4	10	5	6	3
	5	9	9	14	6	3	12	7	13	12	3	12	17	15	12	6	10	6
	6	6	4	12	7	2	7	3	10	15	2	6	10	9	10	1	9	3
	7	6	3	13	13	1	12	3	9	15	2	7	8	5	8	4	10	3
	8	5	2	7	20	1	6	1	7	16	0	2	4	6	9	2	6	3
	9	2	0	2	14	0	2	1	2	5	0	3	0	2	4	0	3	1
	10 - Extremely likely	4	0	4	34	0	2	1	5	23	0	2	2	3	10	0	7	2
	TOTAL LIKELY (7-10)	17	5	26	81	2	22	6	23	59	2	14	14	16	31	6	26	9
	Don't know	5	2	2	0	0	3	1	4	4	1	1	2	16	2	1	4	2
	Refused	4	2	2	1	1	2	2	4	1	0	1	1	3	1	4	3	1

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		Gender		Age				NS-SEC			Social Grade		Country			Region in England				
		Total	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample		10324	4996	5328	1082	4264	2551	2427	3496	2313	3086	6027	3962	8930	496	898	2447	1693	1249	3541
Unweighted Sample		10324	4660	5664	747	4076	2678	2823	4263	2319	2371	6448	3568	8859	555	910	2577	1789	1044	3449
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour	0 - Not at all likely	50	52	47	34	44	51	67	39	55	61	46	55	49	52	54	49	56	36	50
	1	5	6	4	7	6	4	3	5	4	5	4	7	4	1	10	4	5	5	5
	2	6	5	6	8	6	6	4	7	6	3	6	5	5	11	7	5	6	5	5
	3	7	7	8	11	8	8	4	9	7	6	8	6	8	7	4	8	9	5	8
	TOTAL NOT LIKELY (0-3)	68	70	65	60	64	69	78	60	72	75	64	73	66	71	75	66	76	51	68
	4	4	4	4	7	5	4	2	4	5	3	5	3	4	6	2	3	5	5	4
	5	6	6	6	8	6	6	4	9	5	3	7	5	6	6	4	6	6	10	6
	6	4	4	5	6	5	4	3	7	3	3	6	3	5	6	2	5	2	7	5
	7	4	4	3	4	5	4	2	6	2	3	4	4	4	1	2	4	4	5	4
	8	2	2	2	0	3	2	3	3	2	2	2	2	2	1	3	2	2	5	2
	9	2	2	1	0	2	2	1	2	1	1	2	1	2	1	2	3	0	2	1
	10 - Extremely likely	2	3	2	1	2	4	3	3	3	2	3	2	2	3	2	3	1	4	2
	TOTAL LIKELY (7-10)	10	11	8	5	12	12	9	14	8	8	11	9	10	6	9	12	7	16	9
	Don't know	3	1	5	4	4	2	3	3	3	4	3	4	3	4	3	3	3	2	4
	Refused	4	3	5	10	6	1	1	3	4	3	5	3	4	1	4	5	1	9	4
Liberal Democrats	0 - Not at all likely	40	44	37	17	38	47	49	32	45	51	36	48	40	44	42	44	49	33	36
	1	4	4	4	7	4	4	4	4	3	5	4	5	4	5	8	2	3	5	5
	2	5	5	5	10	5	5	4	5	7	3	6	4	5	4	7	5	8	7	3
	3	6	7	5	4	5	6	7	7	6	5	6	6	6	9	6	5	6	5	6
	TOTAL NOT LIKELY (0-3)	55	60	51	38	52	62	64	48	61	64	52	63	55	62	63	56	66	50	50
	4	4	5	4	3	5	4	4	5	3	5	4	4	4	3	3	6	3	5	4
	5	9	9	9	15	9	7	8	10	9	8	8	9	8	10	11	9	9	4	9
	6	6	6	6	5	7	6	4	8	4	5	8	3	6	6	4	6	3	8	6
	7	6	6	6	8	5	8	5	8	5	3	8	3	6	6	6	5	4	7	7
	8	5	4	5	6	6	4	3	6	3	4	6	2	5	1	2	4	5	5	6
	9	2	2	2	2	3	1	1	2	1	2	2	1	2	0	3	1	2	4	2
	10 - Extremely likely	4	4	4	2	3	5	5	5	4	3	4	3	4	1	3	3	3	4	5
	TOTAL LIKELY (7-10)	17	16	17	18	17	18	14	21	13	12	20	9	17	8	14	13	14	20	20
	Don't know	5	2	7	9	6	2	4	4	5	4	4	6	5	10	4	4	4	3	6
	Refused	4	4	5	11	6	2	2	4	5	3	5	3	5	2	3	5	1	10	4

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		Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab 24 to Green WVI	Lab 24 to DK / WNV	Lab 24 to Green / LD / SNP / PC	Lab 24 to Ref UK / Con	Remain	Leave
Weighted Sample		10324	1388	1308	977	1830	1546	1859	2654	950	1116	631	573	465	854	257	3624	3686
Unweighted Sample		10324	1222	1890	987	1640	1645	1504	4146	793	934	541	873	710	1320	388	4397	3503
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reform UK																		
0 - Not at all likely		55	46	87	81	0	94	36	79	75	6	84	95	68	92	16	73	32
1		2	4	2	4	0	1	4	2	4	0	1	1	3	1	0	2	2
2		2	4	1	3	0	1	5	1	1	2	3	1	2	0	2	3	1
3		2	2	2	4	1	0	3	1	1	2	1	1	1	1	0	1	3
TOTAL NOT LIKELY (0-3)		61	56	92	92	1	96	48	83	81	10	89	98	74	94	18	79	38
4		2	3	1	0	0	0	3	1	0	0	2	0	2	0	1	1	2
5		6	15	1	4	3	0	13	2	6	6	1	1	7	1	9	3	9
6		2	6	0	0	2	1	4	1	5	1	1	0	3	1	3	2	4
7		3	7	0	0	4	1	7	1	2	4	1	1	2	0	3	2	4
8		4	7	1	0	13	0	6	2	0	9	0	0	1	0	16	2	6
9		3	2	1	2	11	0	4	1	0	8	2	1	0	1	5	1	6
10 - Extremely likely		12	2	1	1	64	0	13	4	4	59	1	0	0	1	39	5	27
TOTAL LIKELY (7-10)		22	18	3	3	92	1	30	8	6	80	4	2	3	2	63	10	43
Don't know		3	1	1	0	0	1	1	1	2	1	1	0	7	0	0	2	1
Refused		4	2	2	1	2	1	1	4	2	0	3	1	3	1	4	3	2
Green Party																		
0 - Not at all likely		45	75	21	31	79	1	78	23	21	79	5	0	33	10	58	30	70
1		3	3	7	5	2	0	2	5	3	1	0	0	3	4	13	2	4
2		4	5	7	5	5	1	5	5	4	5	2	0	3	2	9	4	5
3		4	5	6	5	4	0	1	5	10	2	2	0	5	4	6	4	3
TOTAL NOT LIKELY (0-3)		56	88	41	46	90	2	86	38	38	87	9	0	44	20	86	40	82
4		2	2	6	3	1	1	2	3	2	2	4	1	5	1	0	4	2
5		7	5	12	15	3	2	6	9	12	3	2	3	7	6	2	8	6
6		4	1	9	10	3	3	1	7	12	3	3	4	7	4	2	7	2
7		5	1	11	14	1	5	1	9	10	1	5	7	9	9	3	8	2
8		4	0	7	4	0	12	0	8	7	1	6	15	7	12	0	7	1
9		3	0	4	3	0	10	0	5	2	0	7	11	0	10	0	4	1
10 - Extremely likely		10	0	7	3	0	62	1	14	11	0	61	56	3	36	0	15	2
TOTAL LIKELY (7-10)		22	1	29	24	1	89	2	36	30	2	79	89	19	67	3	34	6
Don't know		5	1	2	2	0	2	1	4	5	2	3	1	15	1	0	4	2
Refused		4	2	2	1	1	1	2	4	1	1	0	2	3	1	6	3	1

Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Gender			Age				NS-SEC			Social Grade		Country			Region in England			
		Total	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample		10324	4996	5328	1082	4264	2551	2427	3496	2313	3086	6027	3962	8930	496	898	2447	1693	1249	3541
Unweighted Sample		10324	4660	5664	747	4076	2678	2823	4263	2319	2371	6448	3568	8859	555	910	2577	1789	1044	3449
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reform UK	0 - Not at all likely	55	53	57	67	59	51	47	63	51	46	57	53	54	65	65	52	51	57	54
	1	2	2	2	1	2	3	1	2	2	2	3	1	2	1	0	2	3	3	2
	2	2	2	2	1	3	2	1	2	2	2	2	2	2	2	1	3	1	2	2
	3	2	2	2	0	2	1	3	2	3	2	2	1	2	3	1	2	2	1	3
	TOTAL NOT LIKELY (0-3)	61	59	63	69	66	57	52	69	58	52	64	57	60	71	67	59	57	63	61
	4	2	2	2	3	2	2	3	3	2	1	2	1	2	3	1	2	2	3	1
	5	6	7	5	4	6	6	8	5	6	8	6	6	6	4	6	4	7	7	7
	6	2	2	3	2	2	4	2	1	2	4	2	2	3	0	2	3	2	1	4
	7	3	3	3	1	3	3	3	2	3	3	3	3	3	3	4	1	3	3	3
	8	4	4	3	4	4	4	4	3	5	4	3	5	4	6	2	6	3	6	3
	9	3	2	3	1	1	2	6	2	5	3	3	3	3	2	1	3	5	2	2
	10 - Extremely likely	12	16	9	0	8	18	19	9	13	17	10	16	13	5	9	14	16	6	12
	TOTAL LIKELY (7-10)	22	25	18	6	16	27	32	16	26	27	19	27	23	16	16	24	27	17	20
	Don't know	3	1	4	4	3	2	2	2	2	3	2	4	3	4	3	3	3	1	3
Refused	4	4	5	10	5	2	2	3	4	4	5	4	4	2	4	5	2	9	4	
Green Party	0 - Not at all likely	45	50	40	16	36	52	65	40	49	54	42	49	45	41	48	44	53	33	45
	1	3	4	3	3	4	3	3	3	2	4	4	3	3	2	4	3	3	5	3
	2	4	5	4	5	4	5	3	5	5	4	5	4	4	7	4	3	7	5	4
	3	4	3	4	2	3	6	2	3	3	5	3	4	3	1	7	4	4	3	3
	TOTAL NOT LIKELY (0-3)	56	62	51	26	47	66	73	51	59	67	54	60	55	51	63	54	67	46	55
	4	2	2	2	1	2	2	4	2	2	4	2	3	2	3	1	3	2	3	2
	5	7	6	7	5	7	7	6	7	9	5	7	7	7	6	8	7	5	6	7
	6	4	5	4	5	6	5	1	6	3	3	6	3	5	1	4	4	3	8	5
	7	5	5	5	6	7	3	2	8	4	3	6	4	5	8	5	6	3	6	4
	8	4	4	4	8	3	5	3	5	4	3	5	3	4	7	0	3	6	4	4
	9	3	3	2	7	3	2	1	3	3	2	2	3	3	7	1	3	1	2	3
	10 - Extremely likely	10	8	12	26	13	5	4	11	7	6	10	10	11	5	9	10	9	14	10
	TOTAL LIKELY (7-10)	22	20	23	47	26	15	10	27	18	14	23	20	23	27	15	22	19	26	21
	Don't know	5	2	7	6	6	3	3	3	4	6	3	6	4	9	5	4	4	2	5
Refused	4	3	5	10	5	2	2	3	5	3	5	3	4	3	4	5	1	9	4	

Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Westminster VI					Vote in 2024 GE					Labour Defectors				2016 EU Ref	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab 24 to Green WVI	Lab 24 to DK / WNV	Lab 24 to Green / LD / SNP / PC	Lab 24 to Ref UK / Con	Remain	Leave
Weighted Sample	10324	1388	1308	977	1830	1546	1859	2654	950	1116	631	573	465	854	257	3624	3686
Unweighted Sample	10324	1222	1890	987	1640	1645	1504	4146	793	934	541	873	710	1320	388	4397	3503
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What do you think would be the MAIN ****benefit****, if anything, of Britain becoming a member of the European Union again? Please answer in your own words in the text box below.

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

Easier trading / access to a larger market	17	15	27	25	7	24	11	23	25	7	24	23	16	24	18	24	10
Freedom of movement	16	14	20	22	8	21	12	20	21	8	18	21	19	21	13	23	9
Spur economic growth/ improve the economy	6	3	12	11	1	11	2	10	11	1	8	13	4	13	5	10	1
Decrease the cost of living and prices (i.e., food costs)	5	3	5	5	2	8	2	7	4	2	6	10	6	8	5	6	2
Better relationships with allies and increased cooperation	3	2	6	4	0	6	2	5	5	0	6	5	5	5	3	5	2
Increased defence and national security	3	3	4	4	1	4	2	4	3	1	5	4	3	4	3	4	2
Being part of and united with Europe	1	1	2	1	1	3	1	2	2	1	3	2	2	2	1	2	1
Benefits in general	1	0	1	1	0	2	0	1	1	0	2	2	1	1	1	1	0
Increased work opportunities and skilled workers	1	0	1	1	0	1	0	1	1	0	1	1	0	1	1	1	0
Less red tape / bureaucracy	1	1	2	2	1	1	1	2	1	1	1	2	2	2	1	2	1
Smoother experience at airports and reduced passport control	1	0	0	0	1	1	0	1	2	1	1	1	1	1	1	1	1
Other	3	2	4	4	3	4	2	4	3	3	4	5	4	5	3	4	3
Don't know	5	3	3	3	4	3	3	4	3	4	6	3	9	3	4	3	4
Not applicable - there are no benefits to rejoining the EU	37	51	13	17	72	11	60	16	18	72	15	8	28	8	42	14	65

YouGov / Best for Britain Topic Quantifier Results



Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

Weighted Sample Unweighted Sample		Gender		Age				NS-SEC			Social Grade		Country			Region in England			
	Total	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
	10324	4996	5328	1082	4264	2551	2427	3496	2313	3086	6027	3962	8930	496	898	2447	1693	1249	3541
	10324	4660	5664	747	4076	2678	2823	4263	2319	2371	6448	3568	8859	555	910	2577	1789	1044	3449
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What do you think would be the MAIN ****benefit****, if anything, of Britain becoming a member of the European Union again? Please answer in your own words in the text box below.

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

Easier trading / access to a larger market	17	19	15	24	20	16	11	21	17	13	20	14	17	20	19	17	15	19	17
Freedom of movement	16	15	17	16	17	17	11	19	16	12	18	12	15	16	21	14	12	20	15
Spur economic growth/ improve the economy	6	8	4	9	7	5	4	9	5	3	7	4	6	5	7	5	6	9	6
Decrease the cost of living and prices (i.e., food costs)	5	4	5	6	6	3	2	4	4	4	5	4	5	5	4	6	4	5	4
Better relationships with allies and increased cooperation	3	3	3	5	4	3	3	4	3	3	4	2	3	4	3	3	4	4	3
Increased defence and national security	3	3	3	3	2	3	3	4	3	2	3	2	3	3	3	3	3	3	3
Being part of and united with Europe	1	2	1	2	2	1	1	2	1	1	2	1	1	2	2	1	1	2	1
Benefits in general	1	1	1	2	1	1	0	1	1	1	1	1	1	1	0	1	1	1	1
Increased work opportunities and skilled workers	1	0	1	1	1	1	0	1	1	0	1	1	0	1	1	0	0	0	0
Less red tape / bureaucracy	1	1	1	0	1	1	2	2	1	1	1	1	1	1	2	1	1	1	1
Smoother experience at airports and reduced passport control	1	1	1	1	1	0	1	1	1	0	1	0	1	1	1	1	0	1	1
Other	3	3	3	3	3	3	3	4	3	3	3	3	3	4	4	3	3	4	3
Don't know	5	3	6	7	5	4	3	3	5	6	4	6	5	4	5	6	4	4	5
Not applicable - there are no benefits to rejoining the EU	37	37	38	20	30	40	55	26	40	50	30	47	39	34	26	40	43	28	39

Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

		Westminster VI					Vote in 2024 GE					Labour Defectors				2016 EU Ref	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab 24 to Green WVI	Lab 24 to DK / WNV	Lab 24 to Green / LD / SNP / PC	Lab 24 to Ref UK / Con	Remain	Leave
Weighted Sample	10324	1388	1308	977	1830	1546	1859	2654	950	1116	631	573	465	854	257	3624	3686
Unweighted Sample	10324	1222	1890	987	1640	1645	1504	4146	793	934	541	873	710	1320	388	4397	3503
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And what do you think would be the MAIN **drawback**, if anything, of Britain becoming a member of the European Union again? Please answer in your own words in the text box below.

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

Loss of control / sovereignty	12	21	7	10	23	5	22	7	9	25	6	6	7	6	13	6	22
Rules / bureaucracy	9	14	7	10	11	5	14	7	10	11	8	5	7	6	13	8	12
Cost associated with rejoining / membership	8	12	7	7	11	6	11	7	9	12	5	5	9	5	7	7	11
Immigration	5	6	3	3	8	2	6	3	4	9	3	1	3	2	10	4	6
Overturning the referendum	2	2	1	1	3	1	2	1	1	3	1	1	1	1	3	1	3
Division / backlash	2	1	5	3	0	3	0	3	3	0	4	3	1	4	0	4	0
Adopting the Euro	1	1	1	2	1	2	1	2	1	1	2	2	2	3	1	2	1
Getting a worse deal than before / being in a worse position	1	1	2	2	1	1	1	2	1	1	1	1	2	2	2	2	1
Freedom of movement	1	2	1	1	2	0	2	1	1	2	1	1	1	1	3	1	2
Embarassing / weak	1	1	1	1	0	1	1	1	1	0	1	2	1	2	2	1	1
Everything	1	1	0	1	3	0	2	0	0	3	0	0	0	0	1	0	2
Negative economic impact (general / other)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Other	6	7	5	6	8	5	8	5	6	8	7	4	4	4	7	6	7
Don't know	5	3	3	3	4	4	3	5	5	5	6	3	10	3	4	4	5
Not applicable - there are no drawbacks to rejoining the EU	45	29	56	48	24	62	27	55	48	20	54	64	52	60	34	56	26

*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 / Best for Britain Topic Quantifier Results



Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

Weighted Sample Unweighted Sample		Gender		Age				NS-SEC			Social Grade		Country			Region in England			
	Total	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
	10324	4996	5328	1082	4264	2551	2427	3496	2313	3086	6027	3962	8930	496	898	2447	1693	1249	3541
	10324	4660	5664	747	4076	2678	2823	4263	2319	2371	6448	3568	8859	555	910	2577	1789	1044	3449
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And what do you think would be the MAIN **drawback**, if anything, of Britain becoming a member of the European Union again? Please answer in your own words in the text box below.

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

Loss of control / sovereignty	12	15	10	10	8	13	20	12	12	13	12	13	13	12	7	11	13	12	14
Rules / bureaucracy	9	10	8	5	7	11	12	10	10	8	10	8	9	8	8	9	9	8	9
Cost associated with rejoining / membership	8	8	9	6	7	9	10	9	9	8	9	8	8	7	9	8	9	6	9
Immigration	5	5	4	2	5	5	5	4	5	5	4	6	5	2	4	4	4	6	5
Overturning the referendum	2	2	1	1	1	2	2	1	1	2	1	2	2	1	1	2	2	1	2
Division / backlash	2	2	1	2	3	1	1	3	1	1	2	1	2	2	2	2	1	2	2
Adopting the Euro	1	2	1	3	2	1	1	2	1	1	2	1	1	1	2	1	1	2	1
Getting a worse deal than before / being in a worse position	1	1	1	1	2	1	1	2	1	1	1	1	1	1	1	1	1	2	1
Freedom of movement	1	2	1	1	1	2	1	1	1	1	1	1	1	1	2	1	1	1	1
Embarassing / weak	1	1	1	1	1	0	0	1	1	0	1	0	1	1	1	1	1	1	1
Everything	1	1	1	0	1	1	1	0	1	2	1	1	1	1	0	1	1	1	1
Negative economic impact (general / other)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Other	6	6	5	4	6	5	8	6	6	5	6	5	6	7	6	6	6	7	5
Don't know	5	3	8	8	6	5	4	3	6	7	5	7	5	4	5	7	5	4	5
Not applicable - there are no drawbacks to rejoining the EU	45	40	49	54	51	42	33	44	43	44	45	46	44	50	51	45	44	47	43

*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.

Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

Policy	Probability of being chosen	Westminster VI					Vote in 2024 GE					Lab		
		Con	Lab	Lib Dem	Green	Reform UK	Con	Lab	Lib Dem	Green	Reform UK	Lab 24 to Green WVI	Lab 24 to DK / WNV	
		7483-7537	735-913	1350-1410	708-735	1160-1220	1168-1225	1070-1119	2984-3059	558-607	377-409	661-692	614-662	504-536
Approx. number of each policy was shown		7483-7537	735-913	1350-1410	708-735	1160-1220	1168-1225	1070-1119	2984-3059	558-607	377-409	661-692	614-662	504-536
Reintroduce Freedom of Movement with the EU for all UK and EU citizens	0 30	0 28	0 40	0 37	0 34	0 23		0 24	0 37	0 33	0 32	0 23	0 36	0 32
Introduce a food and drink deal with the EU, making it easier to trade food and drink products between the UK and EU	0 30	0 30	0 37	0 35	0 30	0 26		0 29	0 36	0 31	0 29	0 23	0 31	0 34
Explore all options for closer relations with the European Union, including joining the Customs Union, the Single Market, and becoming a member of the EU again	0 29	0 23	0 43	0 39	0 34	0 18		0 20	0 39	0 38	0 34	0 14	0 35	0 32
Increase defence cooperation with the European Union	0 29	0 31	0 37	0 33	0 27	0 27		0 29	0 33	0 31	0 29	0 25	0 27	0 31
Seek a closer relationship with the European Union, without rejoining the European Union, the Single Market, or the Customs Union	0 29	0 30	0 36	0 35	0 29	0 23		0 27	0 34	0 34	0 29	0 22	0 29	0 33
Introduce a youth mobility visa scheme with the EU, allowing 18- to 30-year-olds to travel, work and study in both the UK and EU	0 29	0 29	0 37	0 36	0 31	0 25		0 26	0 34	0 35	0 27	0 24	0 33	0 29
Have the UK apply to rejoin the European Union	0 28	0 21	0 43	0 39	0 33	0 14		0 17	0 38	0 40	0 30	0 11	0 35	0 31
Join the European Union customs union, but not rejoin the European Union	0 28	0 26	0 35	0 33	0 30	0 22		0 24	0 33	0 28	0 27	0 23	0 32	0 29
Rejoin the European Union Single Market, but not rejoin the European Union	0 26	0 23	0 38	0 31	0 28	0 19		0 21	0 33	0 36	0 27	0 18	0 31	0 29
Keep the UK relationship with the European Union as it currently is	0 24	0 28	0 25	0 25	0 19	0 29		0 25	0 25	0 24	0 20	0 27	0 21	0 23
Seek to further loosen ties with the European Union	0 20	0 24	0 17	0 19	0 12	0 26		0 26	0 17	0 17	0 15	0 22	0 13	0 18

Summary results of a conjoint experiment which explored which EU policies perform best when presented with other policies in hypothetical proposals put forward by the Labour Party. Respondents were presented with two manifestos and then asked 'Which Labour Party manifesto, if either, do you personally find most appealing?', and given the option to say A B or 'Neither'. The experiment was repeated four times. Each EU policy was seen approximately 7500 times.

Figures reported are the probability each policy was chosen, when presented. Given the experimental designs, they should be treated as probabilities rather than population point estimates.

Note: These figures are experimental test results, and are **not** intended for publication along any lines suggesting they are representative figures in terms of agreement/support.

Sample Size: 10324 adults in GB (18+)
Fieldwork: 29th April - 5th May 2026

Policy *Approx. number of each policy was shown*

Reintroduce Freedom of Movement with the EU for all UK and EU citizens
Introduce a food and drink deal with the EU, making it easier to trade food and drink products between the UK and EU
Explore all options for closer relations with the European Union, including joining the Customs Union, the Single Market, and becoming a member of the EU again

Increase defence cooperation with the European Union
Seek a closer relationship with the European Union, without rejoining the European Union, the Single Market, or the Customs Union
Introduce a youth mobility visa scheme with the EU, allowing 18- to 30-year-olds to travel, work and study in both the UK and EU
Have the UK apply to rejoin the European Union
Join the European Union customs union, but not rejoin the European Union
Rejoin the European Union Single Market, but not rejoin the European Union
Keep the UK relationship with the European Union as it currently is
Seek to further loosen ties with the European Union

Probability of being chosen	Labour Defectors		2016 EU Ref	
	Lab 24 to Green / LD / SNP / PC	Lab 24 to Ref UK / Con	Remain	Leave
7483-7537	941-989	265-301	3163-3232	2501-2584
0 30	0 36	0 36	0 36	0 23
0 30	0 34	0 32	0 31	0 28
0 29	0 37	0 35	0 37	0 20
0 29	0 29	0 36	0 30	0 29
0 29	0 31	0 34	0 32	0 26
0 29	0 33	0 31	0 31	0 26
0 28	0 38	0 29	0 37	0 16
0 28	0 35	0 31	0 29	0 25
0 26	0 32	0 28	0 32	0 21
0 24	0 23	0 31	0 21	0 27
0 20	0 14	0 31	0 13	0 26

Summary results of a conjoint experiment which explored which EU policies perform best when presented with other policies in hypothetical proposals put forward by the Labour Party. Respondents were presented with two manifestos and then asked 'Which Labour Party manifesto, if either, do you personally find most appealing?', and given the option to say A B or 'Neither'. The experiment was repeated four times. Each EU policy was seen approximately 7500 times.

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