

YouGov / Best For Britain Survey Results

Sample Size: 11927 Adults in GB
Fieldwork: 27th May - 8th June 2026

		Westminster VI					Vote in 2024 GE					Labour Defectors			EU Ref 2016		Gender		Age			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	All Labour Defectors	Labour 2024 to Green now	Labour 2024 to Reform UK now	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	11927	###	###	###	2225	1544	###	###	###	1289	704	1930	551	195	4186	4258	5760	6167	1250	4914	2947	2815
Unweighted Sample	11927	###	###	###	2249	1489	###	###	###	1362	721	1974	555	189	4799	4234	5147	6780	928	4101	3529	3369
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And thinking about the UK's relationship with the European Union (EU), if you had to choose, which of the following would you MOST like to see the government propose?

Have the UK rejoin the European Union	35	20	55	56	7	67	15	52	51	6	56	50	69	18	56	11	35	36	54	41	30	22
Have a closer relationship between the UK and the EU, but without joining the Customs Union, the Single Market, or the European Union (EU) itself	18	32	13	16	23	9	30	14	16	21	13	15	7	29	12	27	19	16	11	14	18	26
Loosen ties with the EU, moving the UK further apart from the EU	11	11	1	1	35	1	18	2	4	40	2	3	0	14	2	25	14	8	2	6	15	18
Keep EU-UK relations as they are now	8	16	3	3	17	2	17	4	3	15	2	5	1	19	3	15	9	8	4	6	10	12
Have the UK rejoin the EU Single Market	6	6	11	9	3	8	5	9	10	2	9	7	8	5	9	5	7	5	5	7	7	7
Have the UK rejoin the EU Customs Union	5	6	9	7	3	5	5	7	7	2	5	6	6	2	8	4	6	5	4	6	6	5
Don't know	16	10	7	7	12	9	11	11	9	13	13	14	8	14	10	14	11	22	19	20	14	11

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

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	Socio-economic classification (NS-SEC)			Region lived										
Total	Higher	Intermediate	Routine	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
Weighted Sample 11927	4043	2672	3566	495	1274	1058	1024	932	1148	1443	1751	1192	573	1038
Unweighted Sample 11927	4776	2717	2771	526	1285	1082	1003	959	1183	1094	1784	1237	695	1079
%	%	%	%	%	%	%								

And thinking about the UK's relationship with the European Union (EU), if you had to choose, which of the following would you MOST like to see the government propose?

Have the UK rejoin the European Union	35	41	32	27	35	34	32	32	34	33	39	33	33	39	45
Have a closer relationship between the UK and the EU, but without joining the Customs Union, the Single Market, or the European Union (EU) itself	18	18	20	19	17	17	16	17	17	19	17	21	20	16	15
Loosen ties with the EU, moving the UK further apart from the EU	11	8	12	14	14	11	14	12	10	13	7	11	11	10	8
Keep EU-UK relations as they are now	8	7	10	9	9	8	9	10	9	9	7	9	8	8	5
Have the UK rejoin the EU Single Market	6	8	5	6	4	6	6	6	6	5	8	7	7	7	7
Have the UK rejoin the EU Customs Union	5	6	5	5	3	5	5	6	5	4	7	5	7	5	7
Don't know	16	11	16	20	18	18	19	17	18	17	15	14	14	15	15

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