

YouGov / Best For Britain Survey Results

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

Weighted Sample Unweighted Sample		Westminster VI					Vote in 2024 GE					Labour Defectors			EU Ref 2016		Gender	
	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
	11927	1584	1487	1197	2225	1544	2148	3066	1097	1289	704	1930	551	195	4186	4258	5760	6167
	11927	1542	1650	1297	2249	1489	1974	3286	1184	1362	721	1974	555	189	4799	4234	5147	6780
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	100	0	0	0	0	50	4	5	6	3	7	0	0	12	20	13	14
Labour	12	0	100	0	0	0	2	37	5	1	4	0	0	0	21	6	14	11
Liberal Democrat	10	0	0	100	0	0	4	9	55	1	4	15	0	0	15	6	10	10
Scottish National Party (SNP)	2	0	0	0	0	0	0	1	1	0	0	2	0	0	4	1	3	2
Plaid Cymru	1	0	0	0	0	0	0	1	0	0	1	2	0	0	2	0	1	1
Reform UK	19	0	0	0	100	0	26	6	5	72	4	10	0	100	6	39	23	14
Green	13	0	0	0	0	100	1	18	11	1	68	29	100	0	18	4	12	13
Some other party	4	0	0	0	0	0	3	2	2	11	3	3	0	0	2	5	4	3
Would not vote	10	0	0	0	0	0	2	4	2	1	3	6	0	0	5	7	9	12
Don't know	11	0	0	0	0	0	9	13	10	6	9	20	0	0	12	11	8	14
Refused	4	0	0	0	0	0	3	3	2	2	2	5	0	0	3	2	3	5

Now please imagine that there is a general election happening tomorrow. All parties are standing in your constituency, looking to secure your vote.
Which party would you vote for if Labour pledged to...

...have the UK rejoin the European Union (EU)?

Conservative	11	67	2	3	1	1	43	3	5	5	2	4	0	1	9	17	11	11
Labour	28	12	85	43	3	42	9	59	36	2	33	43	51	9	48	9	29	27
Liberal Democrat	5	1	2	39	1	1	2	4	27	1	2	5	0	1	7	4	5	5
Scottish National Party (SNP)	2	0	0	0	0	0	0	0	0	0	0	1	0	0	3	1	2	1
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Reform UK	19	8	1	2	87	1	29	6	5	72	4	9	0	76	5	41	25	14
Green	7	0	1	1	0	46	0	8	6	0	42	12	39	0	8	2	7	7
Some other party	4	1	1	1	2	0	4	2	3	11	3	3	0	2	2	7	5	4
Would not vote	9	1	1	1	2	1	2	4	3	1	3	5	0	3	3	7	8	11
Don't know	11	8	7	8	3	8	10	11	12	5	9	14	8	10	11	10	7	16
Refused	3	1	1	1	1	1	1	2	2	2	2	3	1	0	2	2	2	4

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		Age				Socio-economic classification (NS-SEC)			Region lived										
	Total	18-24	25-49	50-64	65+	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	1250	4914	2947	2815	4043	2672	3566	495	1274	1058	1024	932	1148	1443	1751	1192	573	1038
Unweighted Sample	11927	928	4101	3529	3369	4776	2717	2771	526	1285	1082	1003	959	1183	1094	1784	1237	695	1079
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	6	9	13	24	15	16	12	10	10	12	16	17	15	15	16	14	8	9
Labour	12	11	14	13	11	17	11	9	18	17	14	12	13	11	19	7	10	10	9
Liberal Democrat	10	13	9	9	11	12	10	7	5	7	6	6	8	13	9	17	19	2	8
Scottish National Party (SNP)	2	1	2	3	2	2	2	3	0	0	0	0	0	0	0	0	0	0	25
Plaid Cymru	1	1	2	1	1	1	1	1	0	0	0	0	0	0	0	0	0	23	0
Reform UK	19	5	13	25	28	15	21	24	21	21	24	22	19	20	12	20	17	23	12
Green	13	32	16	8	4	13	10	10	13	13	15	11	12	11	20	13	12	7	10
Some other party	4	3	4	4	3	3	4	5	4	5	3	4	4	5	2	5	3	2	2
Would not vote	10	7	14	10	5	6	10	13	11	12	12	11	11	10	8	9	9	10	11
Don't know	11	10	12	12	10	11	13	10	13	11	11	14	12	10	10	10	12	10	10
Refused	4	10	6	2	1	3	2	6	5	4	3	3	5	5	6	4	4	5	4

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

Which party would you vote for if Labour pledged to...

...have the UK rejoin the European Union (EU)?

Conservative	11	5	7	11	20	13	13	10	7	8	10	12	13	12	11	13	14	7	7
Labour	28	37	32	27	20	37	26	19	29	29	27	24	29	27	37	26	28	28	26
Liberal Democrat	5	6	4	4	6	5	5	4	2	4	4	4	3	5	5	7	9	2	4
Scottish National Party (SNP)	2	1	1	2	2	2	2	2	0	0	0	0	0	0	0	0	0	0	20
Plaid Cymru	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	10	0
Reform UK	19	4	13	26	30	16	22	25	21	21	23	24	20	21	13	21	19	21	13
Green	7	19	9	3	1	6	6	5	7	7	8	7	6	5	10	6	6	5	5
Some other party	4	3	4	5	4	3	4	6	6	5	3	5	3	6	3	5	4	3	3
Would not vote	9	6	12	9	6	5	9	13	12	10	13	10	9	10	7	7	8	9	10
Don't know	11	10	13	11	10	10	12	12	14	12	10	12	13	10	12	11	11	12	10
Refused	3	8	4	1	1	2	2	4	3	3	3	2	3	4	4	3	3	4	3

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		Westminster VI					Vote in 2024 GE					Labour Defectors			EU Ref 2016		Gender		
		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
Weighted Sample		11927	1584	1487	1197	2225	1544	2148	3066	1097	1289	704	1930	551	195	4186	4258	5760	6167
Unweighted Sample		11927	1542	1650	1297	2249	1489	1974	3286	1184	1362	721	1974	555	189	4799	4234	5147	6780
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
...have the UK rejoin the EU Single Market?																			
	Conservative	11	71	1	3	1	1	45	3	5	4	2	5	0	1	9	18	11	11
	Labour	24	9	83	35	2	30	7	54	28	2	24	35	42	7	42	9	26	22
	Liberal Democrat	5	0	1	43	0	1	2	4	30	0	3	5	1	0	8	3	5	5
	Scottish National Party (SNP)	2	0	0	0	0	0	0	1	0	0	0	1	0	0	3	1	2	1
	Plaid Cymru	1	0	0	0	0	0	0	0	0	0	1	1	0	0	1	0	1	1
	Reform UK	19	6	2	2	86	1	27	6	5	70	5	9	0	76	5	40	24	14
	Green	8	0	1	2	0	54	0	9	7	1	46	14	45	1	10	3	8	8
	Some other party	4	1	1	1	1	0	3	2	2	11	2	3	0	2	2	6	5	3
	Would not vote	9	2	2	1	2	1	3	4	2	2	3	6	1	2	3	7	8	11
	Don't know	15	10	9	13	5	10	12	15	17	7	14	18	10	11	15	12	8	20
	Refused	3	2	1	1	1	1	2	3	2	2	2	4	1	0	2	2	2	4
...have the UK rejoin the EU Customs Union?																			
	Conservative	11	69	1	3	1	1	43	3	5	5	2	4	0	0	9	17	11	11
	Labour	24	9	85	34	2	30	7	55	28	2	24	36	42	6	42	9	26	22
	Liberal Democrat	5	1	1	43	0	1	2	4	30	0	3	5	0	1	8	3	5	5
	Scottish National Party (SNP)	2	0	0	0	0	0	0	0	0	0	0	1	0	0	3	1	2	2
	Plaid Cymru	1	0	0	0	0	0	0	0	0	0	1	1	0	0	1	0	1	1
	Reform UK	19	6	1	2	86	1	27	6	5	70	4	9	0	76	5	40	24	14
	Green	8	0	1	2	0	54	0	9	7	1	46	14	47	0	10	3	8	8
	Some other party	4	1	0	0	2	1	4	2	2	11	2	3	0	2	2	7	5	3
	Would not vote	9	2	2	1	2	1	3	3	3	2	3	5	0	2	3	8	8	11
	Don't know	14	10	8	13	5	10	12	14	16	6	13	18	9	12	14	12	8	20
	Refused	3	1	1	1	1	1	2	3	3	2	2	4	1	0	2	2	2	4
...have a closer relationship with the EU, but without joining the Customs Union, the Single Market, or the European Union (EU) itself?																			
	Conservative	11	72	2	3	2	1	45	4	5	5	2	5	0	2	10	18	12	11
	Labour	17	6	78	20	2	12	6	42	16	1	11	21	18	5	28	9	19	16
	Liberal Democrat	7	1	3	57	1	1	3	6	38	1	4	8	1	0	11	4	8	6
	Scottish National Party (SNP)	2	0	0	0	0	0	0	1	0	0	0	1	0	0	4	1	2	2
	Plaid Cymru	1	0	0	0	0	0	0	1	0	0	1	1	0	0	1	0	1	1
	Reform UK	18	5	1	1	85	0	25	6	5	70	5	9	0	78	6	38	23	13
	Green	11	0	4	3	0	71	1	15	10	1	56	21	69	0	15	3	11	11
	Some other party	4	1	1	1	2	1	4	2	3	10	3	3	0	2	3	6	5	4
	Would not vote	10	2	1	1	2	1	3	4	2	2	2	6	1	2	4	7	8	11
	Don't know	16	11	11	14	5	10	13	17	18	8	15	22	10	10	17	14	10	22
	Refused	3	1	1	1	1	1	1	2	2	2	2	3	1	0	2	2	2	4

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Unweighted Sample	11927	928	4101	3529	3369	4776	2717	2771	526	1285	1082	1003	959	1183	1094	1784	1237	695	1079	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
...have the UK rejoin the EU Single Market?																				
	Conservative	11	5	7	12	21	13	13	11	7	9	9	13	14	13	11	14	13	7	7
	Labour	24	26	27	24	19	32	22	16	24	25	23	22	25	22	31	21	24	24	20
	Liberal Democrat	5	6	5	4	6	6	5	4	1	4	3	3	3	6	5	8	9	2	4
	Scottish National Party (SNP)	2	2	1	2	2	2	2	2	0	0	0	0	0	0	0	0	0	0	21
	Plaid Cymru	1	1	1	0	0	1	1	0	0	0	0	0	0	0	0	0	0	11	0
	Reform UK	19	4	12	25	29	15	22	24	20	20	23	22	18	20	12	21	18	20	13
	Green	8	24	10	4	2	7	6	6	9	8	9	7	7	6	12	8	7	6	6
	Some other party	4	3	4	5	4	3	4	6	5	5	3	4	3	6	2	5	3	3	3
	Would not vote	9	7	12	9	6	5	9	13	12	11	13	10	11	9	7	7	8	8	10
	Don't know	15	16	17	13	11	13	15	14	18	15	13	16	15	14	15	14	14	16	13
	Refused	3	9	4	1	1	2	2	4	4	4	3	2	3	4	4	3	3	3	3
...have the UK rejoin the EU Customs Union?																				
	Conservative	11	4	7	11	20	12	13	10	8	8	9	12	14	12	10	14	14	7	7
	Labour	24	27	28	24	18	33	22	17	26	26	23	22	25	23	32	21	24	22	22
	Liberal Democrat	5	6	5	5	6	6	5	4	2	4	4	4	4	6	5	8	9	2	4
	Scottish National Party (SNP)	2	1	2	2	2	2	2	2	0	0	0	0	0	0	0	0	0	0	21
	Plaid Cymru	1	0	1	1	0	1	1	0	0	0	0	0	0	0	0	0	0	12	0
	Reform UK	19	5	12	26	28	15	21	24	20	20	23	23	19	20	12	21	17	20	13
	Green	8	23	10	4	2	7	6	6	8	7	9	7	8	7	12	8	7	6	5
	Some other party	4	3	4	5	4	3	4	6	5	5	3	5	4	6	2	4	4	4	3
	Would not vote	9	6	12	9	7	5	9	13	11	11	13	10	9	9	8	8	8	9	10
	Don't know	14	15	16	13	12	13	15	14	16	14	13	15	14	15	15	14	14	15	12
	Refused	3	8	4	1	1	2	2	4	4	3	3	2	3	3	4	3	3	4	3
...have a closer relationship with the EU, but without joining the Customs Union, the Single Market, or the European Union (EU) itself?																				
	Conservative	11	5	8	12	21	13	14	10	8	9	10	13	14	12	11	15	15	7	7
	Labour	17	19	18	17	15	23	15	13	22	20	16	16	18	16	23	14	16	15	13
	Liberal Democrat	7	7	7	7	8	9	7	5	3	5	5	5	6	8	7	11	11	3	6
	Scottish National Party (SNP)	2	2	2	2	2	2	2	2	0	0	0	0	0	0	0	0	0	0	23
	Plaid Cymru	1	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	14	0
	Reform UK	18	5	12	25	26	15	20	23	19	19	22	22	18	20	12	19	16	21	12
	Green	11	28	13	6	3	11	8	9	10	11	12	10	10	9	15	11	9	7	8
	Some other party	4	3	5	4	4	3	4	6	4	5	3	5	5	6	3	5	4	3	3
	Would not vote	10	7	13	9	6	6	10	13	11	11	12	11	10	9	7	7	9	11	12
	Don't know	16	15	18	15	13	15	17	15	18	16	17	16	17	16	17	15	17	15	14
	Refused	3	8	4	1	1	2	2	4	4	4	3	2	3	3	4	3	3	4	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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
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
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
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
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
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
Don't know	16	10	7	7	12	9	11	11	9	13	13	14	8	14	10	14	11	22

*This survey was carried out online. The figures have been weighted and are representative of all adults in GB (aged 18+).

*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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Unweighted Sample	11927	928	4101	3529	3369	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	54	41	30	22	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	11	14	18	26	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	2	6	15	18	8	12	14	14	11	14	12	10	13	7	11	11	10	8
Keep EU-UK relations as they are now	8	4	6	10	12	7	10	9	9	8	9	10	9	9	7	9	8	8	5
Have the UK rejoin the EU Single Market	6	5	7	7	7	8	5	6	4	6	6	6	6	5	8	7	7	7	7
Have the UK rejoin the EU Customs Union	5	4	6	6	5	6	5	5	3	5	5	6	5	4	7	5	7	5	7
Don't know	16	19	20	14	11	11	16	20	18	18	19	17	18	17	15	14	14	15	15

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