

# YouGov / Big Issue Survey Results

Sample Size: 2140 Adults in the UK  
Fieldwork: 15th - 16th April 2026

	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	
<b>Weighted Sample</b>	<b>2140</b>	286	264	195	375	303	372	531	193	225	107	758	762	1038	1102	225	884	531	501	723	479	640	
<b>Unweighted Sample</b>	<b>2140</b>	279	275	201	372	302	342	578	198	239	105	789	792	913	1227	184	833	556	567	793	518	491	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following parties, if any, do you think would be best for reducing....

... the number of people in poverty in the UK?

Labour Party	15	7	64	16	3	7	5	37	14	2	8	26	7	18	13	12	16	15	15	21	14	11
Conservative Party	8	42	0	3	7	1	27	3	3	6	1	6	11	9	7	3	7	9	12	9	9	7
Liberal Democrats	6	4	3	35	2	2	4	4	26	2	1	9	4	6	5	4	5	6	6	6	6	5
Reform UK	11	3	1	3	54	1	14	3	4	48	5	4	23	14	9	4	8	15	16	9	13	15
Green Party	15	3	9	13	1	71	2	22	16	1	57	19	4	16	14	41	20	8	4	16	12	10
Another party	3	0	2	1	2	0	1	1	2	9	2	2	5	4	3	4	4	4	2	2	4	3
None of these	19	21	6	14	16	8	23	12	16	19	8	13	24	19	19	9	17	21	24	17	17	23
Don't know	23	20	16	15	17	11	24	17	19	14	17	21	21	15	30	22	23	22	22	19	24	26

...the number of people in unemployment in the UK?

Labour Party	12	1	56	14	2	8	2	32	12	2	8	22	5	15	10	12	14	12	10	17	11	9
Conservative Party	15	65	4	14	9	4	41	7	13	8	6	13	19	16	13	8	13	15	20	18	18	10
Liberal Democrats	5	0	4	32	0	3	1	4	24	0	2	6	2	6	4	6	5	5	3	5	3	4
Reform UK	14	5	1	3	68	0	20	5	5	59	3	5	29	16	12	5	10	19	21	11	17	19
Green Party	10	0	4	7	0	54	1	14	10	0	46	13	2	10	11	31	13	5	2	11	7	6
Another party	4	0	0	1	2	0	1	1	2	10	3	2	5	5	3	4	4	4	2	3	4	3
None of these	16	13	8	12	7	10	14	12	13	10	10	12	20	16	16	10	15	15	20	14	15	19
Don't know	24	15	22	17	13	20	20	24	22	10	23	26	20	16	32	24	26	25	21	21	24	28

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	Country					Region in England			
	Total	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
<b>Weighted Sample</b>	<b>2140</b>	1791	111	178	60	492	340	246	713
<b>Unweighted Sample</b>	<b>2140</b>	1798	117	177	48	499	346	185	768
	%	%	%	%	%	%	%	%	%

Which of the following parties, if any, do you think would be best for reducing....

... the number of people in poverty in the UK?

Labour Party	<b>15</b>	15	14	16	18	16	18	19	11
Conservative Party	<b>8</b>	9	6	4	1	6	8	7	11
Liberal Democrats	<b>6</b>	6	2	6	4	3	6	7	8
Reform UK	<b>11</b>	11	13	10	10	13	10	10	12
Green Party	<b>15</b>	16	14	11	13	18	13	24	13
Another party	<b>3</b>	3	8	5	0	4	3	0	4
None of these	<b>19</b>	18	19	23	34	19	17	16	17
Don't know	<b>23</b>	22	25	25	21	22	25	16	24

...the number of people in unemployment in the UK?

Labour Party	<b>12</b>	12	12	16	11	12	14	14	10
Conservative Party	<b>15</b>	16	10	10	6	11	16	16	18
Liberal Democrats	<b>5</b>	5	1	4	2	4	3	7	5
Reform UK	<b>14</b>	15	15	12	9	15	15	11	16
Green Party	<b>10</b>	11	9	5	11	12	10	17	9
Another party	<b>4</b>	3	7	6	0	4	4	0	4
None of these	<b>16</b>	15	18	20	37	17	14	14	13
Don't know	<b>24</b>	24	27	26	24	24	24	20	25

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	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	
Weighted Sample	2140	286	264	195	375	303	372	531	193	225	107	758	762	1038	1102	225	884	531	501	723	479	640	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking specifically about households where at least one adult is in work, how much responsibility, if any, do you think the following should have for ensuring they do not fall below the poverty line?

The UK government

A great deal of responsibility	34	24	30	28	30	52	22	34	32	28	55	33	28	34	33	46	37	31	25	30	29	36
A fair amount of responsibility	44	46	56	57	42	38	46	52	52	39	27	52	42	42	46	37	42	47	47	48	46	41
<b>TOTAL A GREAT DEAL / FAIR AMOUNT OF RESPONSIBILITY</b>	<b>78</b>	<b>70</b>	<b>86</b>	<b>85</b>	<b>72</b>	<b>90</b>	<b>68</b>	<b>86</b>	<b>84</b>	<b>67</b>	<b>82</b>	<b>85</b>	<b>70</b>	<b>76</b>	<b>79</b>	<b>83</b>	<b>79</b>	<b>78</b>	<b>72</b>	<b>78</b>	<b>75</b>	<b>77</b>
Not very much responsibility at all	14	21	9	9	21	6	20	9	14	25	10	10	20	17	11	10	13	14	17	16	16	13
No responsibility at all	3	4	0	3	5	2	4	1	1	6	2	2	4	4	2	0	2	3	6	3	3	3
<b>TOTAL NOT VERY MUCH / NO RESPONSIBILITY</b>	<b>17</b>	<b>25</b>	<b>9</b>	<b>12</b>	<b>26</b>	<b>8</b>	<b>24</b>	<b>10</b>	<b>15</b>	<b>31</b>	<b>12</b>	<b>12</b>	<b>24</b>	<b>21</b>	<b>13</b>	<b>10</b>	<b>15</b>	<b>17</b>	<b>23</b>	<b>19</b>	<b>19</b>	<b>16</b>
Don't know	6	5	4	2	2	2	7	3	2	2	6	3	6	3	8	7	6	5	5	3	6	7

Employers

A great deal of responsibility	22	13	31	19	16	38	10	30	18	12	41	25	14	23	21	35	25	18	14	21	22	19
A fair amount of responsibility	49	49	49	54	45	49	47	52	57	47	34	50	50	47	51	44	49	49	52	51	48	50
<b>TOTAL A GREAT DEAL / FAIR AMOUNT OF RESPONSIBILITY</b>	<b>71</b>	<b>62</b>	<b>80</b>	<b>73</b>	<b>61</b>	<b>87</b>	<b>57</b>	<b>82</b>	<b>75</b>	<b>59</b>	<b>75</b>	<b>75</b>	<b>64</b>	<b>70</b>	<b>72</b>	<b>79</b>	<b>74</b>	<b>67</b>	<b>66</b>	<b>72</b>	<b>70</b>	<b>69</b>
Not very much responsibility at all	18	27	16	20	28	8	28	13	18	26	13	18	23	21	16	12	16	22	22	19	21	18
No responsibility at all	4	6	1	4	8	3	7	2	4	10	4	3	7	5	3	2	3	6	6	5	4	5
<b>TOTAL NOT VERY MUCH / NO RESPONSIBILITY</b>	<b>22</b>	<b>33</b>	<b>17</b>	<b>24</b>	<b>36</b>	<b>11</b>	<b>35</b>	<b>15</b>	<b>22</b>	<b>36</b>	<b>17</b>	<b>21</b>	<b>30</b>	<b>26</b>	<b>19</b>	<b>14</b>	<b>19</b>	<b>28</b>	<b>28</b>	<b>24</b>	<b>25</b>	<b>23</b>
Don't know	6	5	3	3	4	3	6	3	2	5	8	4	6	4	8	7	7	5	5	3	5	8

The individuals / households themselves

A great deal of responsibility	41	55	35	45	52	30	53	36	43	53	29	37	51	44	39	29	42	41	47	47	45	36
A fair amount of responsibility	47	39	53	48	42	56	40	53	50	41	58	53	39	46	48	56	46	49	44	46	45	50
<b>TOTAL A GREAT DEAL / FAIR AMOUNT OF RESPONSIBILITY</b>	<b>88</b>	<b>94</b>	<b>88</b>	<b>93</b>	<b>94</b>	<b>86</b>	<b>93</b>	<b>89</b>	<b>93</b>	<b>94</b>	<b>87</b>	<b>90</b>	<b>90</b>	<b>90</b>	<b>87</b>	<b>85</b>	<b>88</b>	<b>90</b>	<b>91</b>	<b>93</b>	<b>90</b>	<b>86</b>
Not very much responsibility at all	5	2	8	3	4	11	1	7	5	4	5	6	4	5	5	7	6	5	4	4	4	7
No responsibility at all	1	0	0	0	1	1	0	1	0	1	1	1	1	1	1	0	1	1	1	0	1	1
<b>TOTAL NOT VERY MUCH / NO RESPONSIBILITY</b>	<b>6</b>	<b>2</b>	<b>8</b>	<b>3</b>	<b>5</b>	<b>12</b>	<b>1</b>	<b>8</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>5</b>	<b>6</b>	<b>6</b>	<b>7</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>8</b>
Don't know	5	4	3	3	2	2	6	3	2	2	8	3	5	3	7	7	6	4	5	3	4	6

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	%	%	%	%	%	%	%	%	%

Thinking specifically about households where at least one adult is in work, how much responsibility, if any, do you think the following should have for ensuring they do not fall below the poverty line?

**The UK government**

A great deal of responsibility	<b>34</b>	33	39	30	50	35	32	36	32
A fair amount of responsibility	<b>44</b>	43	44	55	33	42	42	46	43
<b>TOTAL A GREAT DEAL / FAIR AMOUNT OF RESPONSIBILITY</b>	<b>78</b>	<b>76</b>	<b>83</b>	<b>85</b>	<b>83</b>	<b>77</b>	<b>74</b>	<b>82</b>	<b>75</b>
Not very much responsibility at all	<b>14</b>	15	12	9	4	14	16	11	16
No responsibility at all	<b>3</b>	3	0	3	4	3	4	3	3
<b>TOTAL NOT VERY MUCH / NO RESPONSIBILITY</b>	<b>17</b>	<b>18</b>	<b>12</b>	<b>12</b>	<b>8</b>	<b>17</b>	<b>20</b>	<b>14</b>	<b>19</b>
Don't know	<b>6</b>	6	4	3	10	6	6	5	6

**Employers**

A great deal of responsibility	<b>22</b>	22	22	21	20	23	20	30	20
A fair amount of responsibility	<b>49</b>	49	50	52	55	47	50	50	49
<b>TOTAL A GREAT DEAL / FAIR AMOUNT OF RESPONSIBILITY</b>	<b>71</b>	<b>71</b>	<b>72</b>	<b>73</b>	<b>75</b>	<b>70</b>	<b>70</b>	<b>80</b>	<b>69</b>
Not very much responsibility at all	<b>18</b>	18	21	20	18	20	20	13	18
No responsibility at all	<b>4</b>	5	2	3	0	4	4	2	6
<b>TOTAL NOT VERY MUCH / NO RESPONSIBILITY</b>	<b>22</b>	<b>23</b>	<b>23</b>	<b>23</b>	<b>18</b>	<b>24</b>	<b>24</b>	<b>15</b>	<b>24</b>
Don't know	<b>6</b>	6	5	4	7	7	7	4	6

**The individuals / households themselves**

A great deal of responsibility	<b>41</b>	42	38	40	30	40	45	38	44
A fair amount of responsibility	<b>47</b>	47	50	49	52	47	44	52	45
<b>TOTAL A GREAT DEAL / FAIR AMOUNT OF RESPONSIBILITY</b>	<b>88</b>	<b>89</b>	<b>88</b>	<b>89</b>	<b>82</b>	<b>87</b>	<b>89</b>	<b>90</b>	<b>89</b>
Not very much responsibility at all	<b>5</b>	5	6	5	8	6	5	5	5
No responsibility at all	<b>1</b>	1	2	3	2	1	0	1	1
<b>TOTAL NOT VERY MUCH / NO RESPONSIBILITY</b>	<b>6</b>	<b>6</b>	<b>8</b>	<b>8</b>	<b>10</b>	<b>7</b>	<b>5</b>	<b>6</b>	<b>6</b>
Don't know	<b>5</b>	5	4	3	9	7	5	4	5

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

*\*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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