

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	
Weighted Sample	2140	286	264	195	375	303	372	531	193	225	107	758	762	1038	1102	225	884	531	501	723	479	640	
Unweighted Sample	2140	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
Weighted Sample	2140	1791	111	178	60	492	340	246	713
Unweighted Sample	2140	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	15	15	14	16	18	16	18	19	11
Conservative Party	8	9	6	4	1	6	8	7	11
Liberal Democrats	6	6	2	6	4	3	6	7	8
Reform UK	11	11	13	10	10	13	10	10	12
Green Party	15	16	14	11	13	18	13	24	13
Another party	3	3	8	5	0	4	3	0	4
None of these	19	18	19	23	34	19	17	16	17
Don't know	23	22	25	25	21	22	25	16	24

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

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

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
Weighted Sample	2140	286	264	195	375	303	372	531	193	225	107	758	762	1038	1102	225	884	531	501	723	479	640
Unweighted Sample	2140	279	275	201	372	302	342	578	198	239	105	789	792	913	1227	184	833	556	567	793	518	491
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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
TOTAL A GREAT DEAL / FAIR AMOUNT OF RESPONSIBILITY	78	70	86	85	72	90	68	86	84	67	82	85	70	76	79	83	79	78	72	78	75	77
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
TOTAL NOT VERY MUCH / NO RESPONSIBILITY	17	25	9	12	26	8	24	10	15	31	12	12	24	21	13	10	15	17	23	19	19	16
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
TOTAL A GREAT DEAL / FAIR AMOUNT OF RESPONSIBILITY	71	62	80	73	61	87	57	82	75	59	75	75	64	70	72	79	74	67	66	72	70	69
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
TOTAL NOT VERY MUCH / NO RESPONSIBILITY	22	33	17	24	36	11	35	15	22	36	17	21	30	26	19	14	19	28	28	24	25	23
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
TOTAL A GREAT DEAL / FAIR AMOUNT OF RESPONSIBILITY	88	94	88	93	94	86	93	89	93	94	87	90	90	90	87	85	88	90	91	93	90	86
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
TOTAL NOT VERY MUCH / NO RESPONSIBILITY	6	2	8	3	5	12	1	8	5	5	6	7	5	6	6	7	7	6	5	4	5	8
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	34	33	39	30	50	35	32	36	32
A fair amount of responsibility	44	43	44	55	33	42	42	46	43
TOTAL A GREAT DEAL / FAIR AMOUNT OF RESPONSIBILITY	78	76	83	85	83	77	74	82	75
Not very much responsibility at all	14	15	12	9	4	14	16	11	16
No responsibility at all	3	3	0	3	4	3	4	3	3
TOTAL NOT VERY MUCH / NO RESPONSIBILITY	17	18	12	12	8	17	20	14	19
Don't know	6	6	4	3	10	6	6	5	6

Employers

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

The individuals / households themselves

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

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

Do you think children growing up in the UK today will have better or worse economic opportunities than their parents?

Much better	2	3	2	3	1	1	2	2	1	1	2	1	2	2	1	2	2	1	2	2	2	1
Somewhat better	9	11	12	6	12	7	11	10	6	11	8	9	8	10	8	10	7	10	10	9	9	9
TOTAL BETTER	11	14	14	9	13	8	13	12	7	12	10	10	10	12	9	12	9	11	12	11	11	10
Neither better nor worse	16	21	19	17	16	9	22	14	20	17	12	16	19	16	16	9	12	20	21	15	16	17
Somewhat worse	39	41	44	45	32	40	36	43	43	36	38	44	36	40	38	42	39	39	38	44	36	38
Much worse	28	21	17	23	36	38	24	26	23	32	33	24	29	29	27	30	34	24	21	23	30	29
TOTAL WORSE	67	62	61	68	68	78	60	69	66	68	71	68	65	69	65	72	73	63	59	67	66	67
Don't know	7	3	6	5	3	4	5	6	7	3	8	6	5	3	10	7	7	6	6	6	7	6

*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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	%	%	%	%	%	%	%	%	%

Do you think children growing up in the UK today will have better or worse economic opportunities than their parents?

Much better	2	2	1	2	0	2	2	3	1
Somewhat better	9	8	9	12	12	8	9	8	9
TOTAL BETTER	11	10	10	14	12	10	11	11	10
Neither better nor worse	16	16	14	18	13	14	14	15	18
Somewhat worse	39	40	36	36	30	41	42	40	38
Much worse	28	28	35	24	36	28	29	27	27
TOTAL WORSE	67	68	71	60	66	69	71	67	65
Don't know	7	6	4	8	9	7	5	8	6

**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.*