

YouGov Survey Results

Sample Size: 677 likely voters in the Hampshire County Council area
Fieldwork: 27th March - 21st April 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-30	31-49	50-64	65+	Higher	Intermediate	Routine
Weighted Sample	677	224	110	155	92	306	283	330	347	47	166	227	238	334	186	135
Unweighted Sample	677	105	175	164	115	340	250	310	367	52	214	201	210	350	171	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline vote intention figures for Hampshire County Council election

[Figures among those giving a vote intention, n=487]

Conservative	21	55	3	5	2	21	23	18	24	15	19	20	25	24	17	19
Labour	8	0	36	5	0	13	3	9	7	6	9	9	6	7	11	6
Liberal Democrat	27	15	24	64	1	40	13	27	27	23	20	23	36	29	28	22
Reform	29	25	16	4	93	8	53	32	25	8	26	35	28	22	36	34
Green	13	3	19	20	0	17	4	12	15	48	24	10	2	13	7	20
Others	2	2	2	1	4	2	3	2	2	0	1	3	2	3	1	0

Respondents were shown a question with one of the following three wordings, based on the arrangement of elections specific to their local authority

On 7th May 2026, local council elections will be held in your local authority. Thinking ahead to then, which party do you intend to vote for in the upcoming local council elections? If you have already voted via post, please select the party you have voted for.

Conservative	1	2	1	0	0	0	2	1	0	0	0	2	0	1	0	0
Labour	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Liberal Democrat	1	2	1	0	0	0	1	1	1	0	1	0	2	0	1	3
Reform UK	3	3	0	1	7	0	5	4	1	0	1	3	4	2	2	3
Green	1	1	1	1	0	1	0	1	1	0	3	0	0	1	0	1
An independent candidate or independent group	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Some other party or candidate	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Will not vote	1	0	1	0	0	1	1	1	0	0	1	1	1	1	0	2
Don't know	2	2	4	1	3	2	2	2	2	2	4	1	2	2	2	2
Not applicable - There is no election in my ward	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused	0	0	0	1	0	0	1	0	0	0	0	1	0	0	1	0
Not Asked	92	91	92	96	90	95	88	89	94	98	91	93	91	92	93	88

Sample Size: 677 likely voters in the Hampshire County Council area
Fieldwork: 27th March - 21st April 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-30	31-49	50-64	65+	Higher	Intermediate	Routine
Weighted Sample	677	224	110	155	92	306	283	330	347	47	166	227	238	334	186	135
Unweighted Sample	677	105	175	164	115	340	250	310	367	52	214	201	210	350	171	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On 7th May 2026, local County council elections will be held in your local authority. Thinking ahead to then, which party do you intend to vote for in the upcoming local County council elections? If you have already voted via post, please select the party you have voted for.

Conservative	15	41	2	3	2	16	17	13	17	10	12	13	21	18	13	12
Labour	5	0	23	4	0	9	2	6	4	3	5	6	5	5	7	3
Liberal Democrat	20	9	16	54	1	31	9	21	18	20	12	19	25	23	22	9
Reform UK	19	17	10	3	73	5	36	22	16	3	16	22	21	15	27	18
Green	8	1	12	13	0	10	3	8	8	26	11	8	2	9	4	8
An independent candidate or independent group	1	0	1	1	3	1	2	1	1	0	0	3	0	1	2	0
Some other party or candidate	1	2	0	0	0	0	1	0	1	0	1	0	1	1	0	0
Will not vote	4	1	4	2	0	4	2	6	2	16	5	4	2	3	2	7
Don't know	17	17	22	13	8	18	14	9	24	19	24	18	10	15	16	25
Not applicable - There is no County council election in my ward	1	2	1	1	1	1	2	2	1	0	1	1	3	1	0	5
Refused	1	1	1	1	0	1	1	0	1	1	3	0	0	1	0	0
Not Asked	8	9	8	4	10	5	12	11	6	2	9	7	9	8	7	12

And now, which party do you intend to vote for in the upcoming local district council elections? If you have already voted via post, please select the party you have voted for.

Conservative	15	41	2	3	2	16	17	13	17	10	12	13	21	18	13	12
Labour	5	0	23	4	0	9	2	6	4	3	5	6	5	5	7	3
Liberal Democrat	20	9	16	54	1	31	9	21	18	20	12	19	25	23	22	9
Reform UK	19	17	10	3	73	5	36	22	16	3	16	22	21	15	27	18
Green	8	1	12	13	0	10	3	8	8	26	11	8	2	9	4	8
An independent candidate or independent group	1	0	1	1	3	1	2	1	1	0	0	3	0	1	2	0
Some other party or candidate	1	2	0	0	0	0	1	0	1	0	1	0	1	1	0	0
Will not vote	4	1	4	2	0	4	2	6	2	16	5	4	2	3	2	7
Don't know	17	17	22	13	8	18	14	9	24	19	24	18	10	15	16	25
Not applicable - There is no district council election in my ward	1	2	1	1	1	1	2	2	1	0	1	1	3	1	0	5
Refused	1	1	1	1	0	1	1	0	1	1	3	0	0	1	0	0
Not Asked	8	9	8	4	10	5	12	11	6	2	9	7	9	8	7	12

*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.