

YouGov Survey Results

Sample Size: 2102 GB Adults

Fieldwork: 4th - 5th January 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2102	378	540	193	227	129	738	750	1017	1085	221	868	519	494	1198	893	1818	101	183	498	345	254	721
Unweighted Sample	2102	336	597	215	245	134	824	771	904	1198	192	765	560	585	1254	839	1806	125	171	486	364	198	758
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What one issue, if any, do you think should be the government's biggest priority in 2026? If you aren't sure, please type 'Don't know'

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

Tackling immigration	23	37	14	9	56	2	11	42	25	22	9	15	28	38	19	28	24	22	19	26	26	15	24
Cost of Living	16	10	23	17	5	18	18	12	15	17	17	22	16	7	17	15	16	21	17	20	14	14	15
The economy	10	12	11	11	5	9	13	7	12	7	12	10	10	9	12	7	10	10	10	9	8	14	10
NHS	5	2	9	12	2	3	7	4	4	6	6	6	5	5	6	4	5	8	4	5	5	4	6
Climate change	3	2	3	5	0	12	5	1	2	3	3	4	2	2	3	3	3	2	3	2	3	5	3
Taxing the rich	2	1	2	3	1	5	2	1	2	2	3	2	2	2	2	1	2	1	1	1	2	2	2
Defence	2	2	2	3	1	0	2	2	2	2	0	2	2	2	2	2	2	2	2	1	3	1	2
World peace / stopping wars	2	1	2	2	0	3	2	1	1	2	4	2	1	1	2	1	2	3	0	2	3	1	1
Standing down	2	2	1	1	5	1	1	3	2	1	1	1	3	3	2	2	1	1	5	1	4	0	1
Housing	1	0	2	2	1	2	1	1	1	2	3	2	1	1	1	1	2	0	1	1	1	3	1
Reducing govt spending on welfare / benefits	1	3	1	1	0	1	1	2	1	1	0	1	1	2	1	1	1	2	2	1	1	1	1
Reducing poverty	1	0	2	1	0	5	2	1	1	2	2	1	1	1	1	2	1	2	2	1	1	2	1
Listening to the UK citizens / regaining their confidence	1	1	1	1	3	2	1	1	1	1	2	1	1	1	1	1	1	1	0	1	2	0	1
Closer alignment with Europe	1	0	2	2	0	0	2	0	2	1	2	1	1	2	2	1	1	1	2	1	1	1	1
Crime	1	2	0	0	0	2	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	4	0
Jobs	1	2	0	2	0	3	0	1	1	1	3	1	1	1	1	1	1	1	0	2	1	1	1
Distance from the US	1	0	0	1	0	2	1	1	2	0	1	1	2	1	1	1	1	2	3	0	1	0	1
Lowering taxes	1	1	1	2	1	0	0	2	1	1	0	1	1	1	1	1	1	2	0	0	0	2	1
Tackling the issue of the far right	1	0	1	1	0	3	1	0	1	0	2	1	1	0	1	1	1	0	2	1	1	1	1
More equality	1	0	1	0	0	5	1	0	1	1	2	1	1	0	1	1	1	0	1	1	1	1	1
Calling a general election	1	1	0	0	4	0	0	2	1	1	0	1	1	1	1	1	1	0	0	1	1	1	1
Other	7	7	7	7	8	8	8	6	8	6	7	7	7	7	8	6	7	5	7	7	6	8	7
Don't know	16	12	15	15	7	12	16	11	13	19	22	19	13	13	15	18	16	13	19	15	16	19	16

*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.